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Early Booking Discount—deadline approaching

Book and pay by **Thursday 25 February** to qualify for the early booking discount for the half-day course being held on Thursday 11 March - **Getting Published** from 2pm to 5.30pm.

Courses to help with Marketing Your Practice:

Marketing your way out of a recession

4 March 2010: 09.30-13.00

A guide to marketing a professional practice through recessionary times: who, what and how.

Marketing is not an activity that appeals to most architects. However, in today's competitive world and with the prospect of a severe downturn in activities across construction industry, effective marketing will play a vital role in the survival of most practices. [more...](#)

Getting published

11 March 2010: 14.00-17.30

Using the media to promote both the design and intellectual skills of your practice through effective Public Relations. This course has been designed for architects who wish to have a better understanding of Public Relations and how to make it work for their businesses and for marketing directors and managers looking to maximise the effectiveness of public relations in an architectural world. [more...](#)

Forthcoming Courses:

Financial management for small to medium practices

4 March 2010: 14.00-17.30

Effective financial systems to help establish a balance between business acumen and creative excellence and ensure the smooth running of day-to-day finances. [more...](#)

Submission documents that win

23 March 2010: 09.30-13.00

Creating documents that appeal to individual clients, whether

through formal PQQ's and EOI's or more informal requests for information. [more...](#)

Working more efficiently

23 March 2010: 14.00-17.30

How time is used at present, how it could be used better and how to overcome the obstacles to being more efficient. [more...](#)

Click here for further details of these courses on our website with **early booking** and **multiple discounts** available.

What's New? : [Colander Blog](#) Feb 22, 2010

So, how is the architectural profession surviving?

This year, I found writing the RIBA's business benchmarking report about the architectural profession fascinating. The report casts an interesting light on how practices are adapting to the foul economic climate, where new work is coming from and how hard-earned income is being used to keep practices in business.

The report is automatically sent to all practices that participate in the survey. If you didn't take part, but would like to see the report, then it isn't too late... contact benchmarking@inst.riba.org and a questionnaire will be emailed to you.

When you send in your data, as well as the general report, you will receive a practice specific report which includes a measure of your practice's financial efficiency, and your performance against six Colander benchmarks.

If you are a Chartered Practice, you get all this **for free!**