

In this email

[Early booking discount - 3% fee? and still make a profit!](#)

[Help for architects – Marketing and new business development](#)

[Other public courses](#)

[Latest Blog Post](#)

Colander

Hill House
Fox Hill
London
SE19 2XA

T: 020 8771 6445

W: www.colander.co.uk

Funding available for Colander training...

Did you know there are grants available to SME's with a minimum of 5 employees to put towards the cost of our training? Contact your local branch of Business Link for more information at www.businesslink.gov.uk or let me know and I will find out who can help in your area.

Early Booking Discount—deadline approaching

Book and pay by **Thursday 2 September** to qualify for the early booking discount for the half-day course being held on Thursday 16 September **A 3% fee? and still make a profit!** from 9.30am to 1pm.

Course director: [Tom Taylor](#), founder Buro Four and dashdot

This course will look over the wall to a new world where fees of 6% for a "reasonable" architectural service no longer exist and where a bid of 3% really is the norm. This course will explore how architects might make this work – while still creating great buildings and making a profit.

It is for architects who recognise that new circumstances require new approaches. Those who know that their services need to be repackaged and sold differently, and who want to bring common sense and leadership to the future development of their practices and the running of their project teams. [more...](#)

Help for Architects: Marketing and New Business Development

Marketing an architectural practice is as much about people and process as it is about the buildings that are finally delivered. It has to involve activities that motivate architects so they want to participate. It has to allow architects to communicate with the world as professionals, not as sales staff, and it has to sit comfortably with the practice's architectural vision and ethos. Much of Colander's consultancy work focuses on these issues.

"The idea that architects can enjoy marketing is quite inspiring!"

Ways that we have helped include:

- Marketing plans.

- Preparing , reviewing and improving new business presentations.

For further information, do visit our [website](#), or call Caroline Cole direct on 020 8771 6445

Other Public Courses in 2010:

Business planning for small to medium practices

28 September 2010: 09.30-13.00

A practical step-by-step guide to business planning and development, to create a long term vision for your practice. [more...](#)

Financial management for small to medium practices

28 September 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...](#)

Programming time on projects

19 October 2010: 09.30-13.00

This course will help delegates improve their control of time and resources on projects. [more...](#)

Essential management and communication skills

19 October 2010: 14.00-17.30

Management techniques to get the best from creative people: communication, inspiration, delegation, dealing with difficult people and handling conflict. [more...](#)

Marketing and new business development

18 November 2010: 09.30-13.00

A guide to marketing a professional practice: understanding who you want to sell to, why and then how. [more...](#)

Working more efficiently

18 November 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. As ever **early booking** and **multiple discounts** available.

If you have several interested delegates, we can run any of our public courses for you in-house - and tailor them to meet your specific requirements.

[Latest Colander Blog](#)

August 4, 2010

Visiting professors in building engineering physics?

As part of the drive to improve the quality of services engineers, the Ove Arup Foundation, with the Royal Academy of Engineers and others, has been sponsoring Visiting Professors in Building Engineering Physics at a number of UK universities. The applications from university departments has been amazing and so far we have been able to set up four posts: in Bath, Bristol, Cambridge and Sheffield. Our fellow sponsors include architectural practices as well as engineers. We still have a number of universities that would like to join in and, as a result of the successes to date, the RAE has said that it will match funding from others. If you are interested in finding out more, contact Peter Klyhn, the Secretary of the Ove Arup Foundation: Peter.Klyhn@arup.com