

The European Association of Consultants to and about Not-For-Profit Organisations



WINTER WORKSHOP, LONDON, 9-10 FEBRUARY 2012 HELPING CIVIL SOCIETY CONSULTANTS TO GET IT RIGHT

BUILDING SUCCESSFUL CLIENT RELATIONSHIPS

Following EUConsult's 20th anniversary year in 2011, we can look forward to a number of new impulses in 2012, starting with our winter event in a brand new format. Our first Winter Workshop will concentrate on working together with clients, with the theme of Building Successful Client Relationships. The workshop framework will ensure that there is even more learning and networking between participants, so that we will take away many new ideas for enhancing our business activities.



It is a pleasure to invite you to join us in London. The Workshop will take place at Europe House, the offices of the European Commission. As ever, non-members are most welcome to participate and find out first hand about the benefits of EUConsult membership.

Dr Pasquale Pesce, Chair, EUConsult

Programme for Thursday, 9 February

16.30 - 17.30 TATE BRITAIN – THE BEST OF THE ROMANTICS AND TURNER

OPTIONAL TOUR - We will have a professional guide for this exciting tour of the highlights of the Tate Britain museum of art. Iconic British artist William Turner was well travelled in Europe, as our guide will explain with some fascinating historical details.



Tate Britain exterior © Tate Photography

19.00 - 19.30 WELCOME RECEPTION AT BANK WESTMINSTER RESTAURANT

Situated in the midst of St James, the Bank Westminster restaurant and bar is the perfect setting for relaxed networking. Conference participants will be able to use this opportunity to catch up with consultancy colleagues from around Europe and share the latest news and views with each other.

19.30 - 19.50 KEYNOTE SPEECH THE EU COMMISSION AS ENABLER

Antonia Mochan, Head of Communication, Networks and Partnerships, European Commission, London



EUROPEAN COMMISSION
Representation in the UK

20.00 DINNER AT BANK WESTMINSTER RESTAURANT

We will have dinner in the elegant and relaxed dining conservatory of the Bank Westminster restaurant with its stunning and tranquil courtyard backdrop.



BUILDING SUCCESSFUL CLIENT RELATIONSHIPS

09.30-09.45 *Registration and Coffee*

**09.45-10.00 WELCOME AND OPENING SESSION
BUILDING SUCCESSFUL CLIENT RELATIONSHIPS**

Linda Laurance, Governance Consultant/Mediator, Linda Laurance & Associates, UK

Jacob Rolin, Director, Rolin Development, Denmark

EUConsult board members Linda Laurance and Jacob Rolin will get the ball rolling on this year's workshop theme, giving participants some useful insights into how successful client relationships can be built and maintained.

10.00-10.45 DIFFERENT PERSPECTIVES ON OPTIMISING CLIENT RELATIONSHIPS

Gordon Mitchell, Managing Consultant, Blackbaud Europe, UK

How Blackbaud optimises client relationships from typical prospects and customers through to multinationals and INGOs.

Ilja De Coster, Managing Partner, EthiCom, Belgium

Innovative approaches, and some lessons learned while EthiCom applied them.

Dr Francesca Zagni, Director, Dr Francesca Zagni, Italy

The challenges facing a sole trader in balancing the needs of a variety of clients with the limited resources available.

10.45-11.15 *Networking break*

11.15-12.30 DISCUSSION GROUPS AND PRESENTATION OF FINDINGS - INVESTIGATING FIVE KEY AREAS IN CLIENT RELATIONSHIPS

Together we will explore five key areas of customer relationships in a group process where everyone gets to deliver their ideas and experiences. The session will allow a good discussion on the topics, under the premise that there is no 'right way' to do it, but the way chosen builds a certain type of relationship.

1. Managing Risk – Terms of reference, service agreements, etc
2. Collaborative Working
3. Identifying and Satisfying Client Needs
4. Project Evaluation – As a tool for showing the value-added of consultancy
5. Tendering Process – Managing the challenges

12.30-13.30 *Lunch at Smith Square bar & restaurant in the Crypt of St John's Church*

13.30-15.00 EUCONSULT ANNUAL GENERAL MEETING

EUConsult Chair Pasquale Pesce and fellow board members will give an update on the Association's activities since the last AGM. The revised EUConsult Strategy and the work of the Strategy Groups will be presented, followed by a discussion with members.

15.00-15.20 *Networking break*

15.20-16.20 IMPROVING NEGOTIATING SKILLS

Deborah Brown, Independent Consultant, D Brown Associates, UK

This interactive session will explore the skills required when negotiating relationships. It will provide tools and techniques for productively managing the relationships that consultants need to cultivate in order to gain win-win outcomes, and to manage disagreements which may arise during negotiations.

16.20-16.30 CLOSING DISCUSSION

16.30 *Close*