

*Discover the secrets of ---*

# **How To Market Your Architectural Practice!**

**Seminar #1 – Friday November 29 – Winston Marsh**

**9am for 9.30am start – 12.30pm ... State Library Victoria, Melbourne**

**No matter what type of practice or what size it is right now there are some simple steps you can take that will change how you go about winning interesting, challenging and profitable projects. Because Architects rarely have any specific marketing skills this seminar is a real eye opener that will change the dynamics of what you do.**

**In this presentation you will learn techniques that make it easier to generate the work you want, and at the right fee levels. You will discover what you can do to eliminate that constant pressure of worrying about where that next job will come from.**

Internationally known marketing legend, **Winston Marsh**, will present his educational, inspirational and very practical program that has helped hundreds of professionals build great practices. And the way Winston explains it makes it so incredibly simple...

## **Architects who can pick and choose work**

Now you can learn the secrets that have enabled professionals to build practices that have a healthy level of new business flowing in the door. No longer will your workload be subject to those peaks and troughs where, because you are so busy with work that you don't have time to market and then, because you haven't marketed, there's a desperate scramble to find business when things go quiet. You'll find out why one senior consultant who recently heard Winston and was so blown away he said that at last "he had discovered that he could be both a great consultant and a successful businessman."

Winston will show you how by using three very important "black boxes" you can generate a steady inflow of the professionally stimulating and rewarding work you want. In fact, as you'll learn from Winston, one of the key decisions you'll have to make is exactly what sort of practice you really want. When you get your marketing right the hardest thing to do is deciding *what projects you want and what you are happy to knock back.*

## **Getting referrals working for you... and more**

Amongst a host of very useable ideas you'll get from Winston are how you can tap the awesome power of referrals and a sure-fire technique to turn your clients into advocates for you. You'll get tips to attract more clients, delight them with your service and keep them coming back for more. He'll show you how to create brochures, letters and advertisements that are far more effective than run of the mill stuff that the average professional produces. And, he'll explain how your team can all have a role in marketing the practice.

## **And it's all so simple**

And the beauty of what you'll hear is that Winston's brilliant strategies are so simple that you can implement them in your practice the next day.

## **Sheer marketing genius**

Winston has earned the title *Marketing Wizard* from thousands of delighted business people and, when you attend this presentation, you will realise why. As well as being a marketing genius, Winston is a motivator and a talented and electrifying communicator. For a personal consultation Winston would charge you over \$2000 per hour. At this seminar you will learn the same brilliant marketing strategies for a fraction of this fee.

**How To Market Your Architectural Practice!**  
**Seminar #1 – Friday November 29, 9am – Winston Marsh**

*Your presentation was inspirational. Your research added valuable relevance creating strong credibility with a group “seasoned” veterans.*  
Peter Parker, National Dealer Manager, Canon Australia Pty Ltd

*Since our conference, I have spoken with most of our delegates and collected written reviews from many. The results are clear-cut. Our dealers rated you as “The best speaker I have heard! You are, as advertised, a brilliant speaker and superb motivator.*  
Mike Shoettler, National Sales Manager, Hunter Douglas

*“It was a great experience (and a lot of fun!) working with you during the Roadshow. Finding speakers or presenters of your caliber for future retailer gatherings will be a difficult task.”*  
Rick Webber, Managing Director, New Zealand, BP

*I felt I needed to take the time to tell you how “FANTASTIC” I thought your presentation to The Professionals was last Tuesday at the Real Estate Institute of Queensland. Amongst a gathering of some of Australia’s finest Real Estate minds you gave a whole new inspiration of some magnificent marketing ideas to our group.*  
Peter Brewer Managing Director, Manly, The Professionals

*As you are aware, the day was a total success in every way. We had immediate feedback from business people who attended the luncheon session, some of whom phoned in to reserve additional places for their colleagues in the evening. The feedback from the Masterton business community has been Fantastic. People are still talking about Winston and his message.*  
John Sexton, Chartered Accountant

*Fantastic, absolutely unbelievable. The words sound familiar but they do have real meaning for the St. George Sales Team. Having been highly motivated and so impressed with your teachings, I based our entire selling function around your ideas and the success has been Fantastic and Unbelievable.*  
Alan Ashton, State Sales Manager, St George Bank

**Guarantee**

We’re so confident about the benefits you’ll get by attending that, if by the end of the seminar you have not identified ideas that will add at least 10 times what you paid to attend, we will *give you double your money back!*

**Reserve your seat now!**

This seminar is sure to book out quickly and it may be sometime before Winston can present it in Melbourne again.

To reserve your seat:

- go to <http://www.eventbrite.com.au/event/9156526417/eorg>  
(use this option for credit card payments)
- call Geoffrey Moyle on 0407 358 184, or
- return your completed registration form

**Seminar #1 – Friday November 29 – Winston Marsh**

*Under control ... or over-budget?*

# **Cost and Budget Planning for Architects & Small Projects**

**Seminar #2 – Friday November 29 – Geoffrey Moyle**

1pm for 1.30pm start – 4.30pm ... State Library Victoria, Melbourne

*“You set out to build a home and you wind up in the poor house.”*

*Jim Blandings, played by Cary Grant in the 1948 Movie Mr. Blandings Builds His Dream House*

In this industry it's not hard to find a project that's over-budget. It need not be so. If you're planning a project for a client, or yourself, it's likely that much thought has been given to the design brief. But how much attention has been given to the budget?

Budgets are often conjured up quickly, simply and without sufficient consideration. No great surprise then that there's commonly a difference between the intended cost of a project and the likely result.

It's rarely the choice of colours, kitchens or cladding that send a project sour, it's almost always the cost... And so, getting the budget right from the outset is the key step in cost planning, and remember: 'budget' and 'cost' are not the same.

It's never too early for cost planning... whether you're seeking funding, setting budgets, looking for a site, or just thinking about the scope, scale and needs of your project. Done well, cost planning is a management and guiding process giving the client and the design team the direction, strategy and confidence to continue.

*Architects don't respond to every design-brief, site or client with the same concept, so please don't use random dollars-per-square-metre rates to estimate costs.*

## **In this seminar**

Geoffrey will create a budget with you... using real examples and analysis of many previous projects. He will define the Phases of Design, discuss Elements and the difference between Cost and Budget. And tell you when best to talk to a Cost Planner...

He will give you some actual figures to use for area based budgeting on typical architect-designed houses; as well as looking at the breakup of costs into Superstructure / Finishes / Fittings & Services... and, as always, there will be some discussion on renovations.

You will get examples on how to check or create a budget quickly ... to check early if a project is heading off the rails before you've committed yourself or gone too far

Plus there will be time for discussions on site penalties, services, builder's preliminaries, escalation, tendering, options and the proper use of contingencies... And PCs will be defined.

## **Cost and Budget Planning for Architects & Small Projects**

Seminar #2 – Friday November 29, 1pm – Geoffrey Moyle

### **Geoffrey Moyle | CostPlanner**

Working closely with Architects, building design professionals, project managers and building owners, Cost Planner Geoffrey Moyle offers tailored budget and cost planning advice.

Starting early in design, and continuing through documentation, he helps ensure projects are realistically planned, contained and monitored.

Geoffrey has been an active member of the building design, construction and consulting industry for over 30 years and has extensive experience on a wide range of projects. In an industry where cost overruns and delays are commonplace, he can demonstrate an enviable track record that's yielded a wonderful portfolio of past successes, testimonials and satisfied clients.

Whether it's helping a homeowner get the home they desire; a community group the building they need; ensuring a timely restaurant fitout; or facilitating a smooth development process for a large organisation; Geoffrey prides himself in getting projects on track and keeping them there...

As a Cost Planner he provides professional advice to help his clients deliver the robust and innovative ... and often highly acclaimed ... results they seek.

*“Quite frankly Geoffrey is the difference between a project proceeding and not proceeding... I'd rather design a garage that gets built than a home that doesn't... He supports me when I introduce him to clients whilst giving them honest, practical and realistic advice... I can't imagine undertaking a project without his assistance.”*

**Antony di Mase principal of DiMase Architects**

*“I've had a longstanding relationship with Geoffrey, in fact I think I was one of his very first clients, and since then he's worked on at least 50 or so projects with me... so much so that I almost consider him part of my staff. Geoffrey is familiar with my business and projects, helps me avoid the pitfalls and traps, saves me heartaches, time and money and provides me and my clients with worthwhile advice. Excellent!”*

**Peter Maddison, Maddison Architects**

*“Geoffrey is really good to work with because he understands our architectural approach and values. We use his expertise early on in the decision making process to give us a really good reflection of what a project will cost...”*

**Kerstin Thompson, Architect**

*“I have worked with Geoffrey for nearly two decades now and found him to be of exceptional value, both for my client and myself. He is attentive, knowledgeable, timely and importantly, accurate.”*

**Keith Streames, Architect**

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**Seminar #2 – Friday November 29 – Geoffrey Moyle**

# Registration Form

Seminar #1 – Friday November 29 - morning

**How To Market Your Architectural Practice! Winston Marsh**

Seminar #2 – Friday November 29 - afternoon

**Cost and Budget Planning for Architects & Small Projects – Geoffrey Moyle**

## State Library Victoria - Seminar Room 1

Swanston Street, Melbourne (Entrance 3, via La Trobe Street)

**YES! I want to market my practice and learn more about cost & budget planning.**

I understand my investment is \$396 each (or \$297 each for bookings of 3 or more) for **BOTH** seminars; or, \$242 each (or \$198 each for bookings of 3 or more) for **EITHER** seminar.

- I wish to purchase ..... tickets @ \$396.00 each (Multiple bookings 3 or more \$297.00 each) for both seminars
- I wish to purchase ..... tickets @ \$242.00 each (Multiple bookings 3 or more \$198.00 each) for How To Market Your Architectural Practice! – Seminar 1 only
- I wish to purchase ..... tickets @ \$242.00 each (Multiple bookings 3 or more \$198.00 each) for Cost & Budget Planning for Architects & Small Projects – Seminar 2 only.

### Payment Options:

**Online:** go to <http://www.eventbrite.com.au/event/9156526417/eorg>  
(use this option for credit card payments)

**Mail:** Mail this form with your cheque (made out to Construction Planning and Economics Pty Ltd) to:  
Construction Planning & Economics Pty Ltd  
PO Box 50, Glenrowan Vic 3675

**Phone:** Simply telephone 0407 358 184 to discuss payment options

**Email:** Email this form to [gmoyle@costplanner.com.au](mailto:gmoyle@costplanner.com.au) and complete EFT

**EFT:** Payment by Direct Deposit to:

- Construction Planning and Economics Pty Ltd
- ANZ, BSB: 013-870, Account No: 4968-23448
- Please confirm Direct Deposits to [gmoyle@costplanner.com.au](mailto:gmoyle@costplanner.com.au), and include [3200] plus first 5 letters of your surname

Name

Business

Telephone

Email

Address

Attendees names:

Prices include GST