

AYLESBURY VALE **BREAKFAST BRIEFING**

Professor Malcolm McDonald **“How to manage big, powerful customers – profitably”**

We are delighted to invite you to the **Aylesbury Vale Breakfast Briefing**, which is taking place on **Wednesday 4th February**.

What is the Aylesbury Vale Breakfast Briefing?

The Aylesbury Vale Breakfast Briefing will be taking place on the first Wednesday of each month at the Watermead. It provides an excellent opportunity to hear a variety of speakers and network with other local businesses in a relaxed and informal atmosphere.

This month’s topic. At this seminar, Professor Malcolm McDonald shares the results of Cranfield School of Management’s 10 years of research into global best practice in developing and maintaining relationships with large customers.

For many companies, a large percentage of their revenue and profits are coming from fewer and fewer major customers. The potential rewards of this approach are high, but so too is the risk of losing a large account. So for marketing and sales alike, it’s vital that a successful approach to customer relationships is adopted.

This is an excellent opportunity to hear first hand from Professor McDonald how to become excellent in your dealings with powerful customers, as well as how to maximise your profits from these relationships.

Professor McDonald has presented on this subject at prestigious marketing conferences around the world. Don’t miss out on this rare opportunity to see and hear him.

Timing

7.45am: Registration
8.00am: Breakfast & Networking
8.30am: Professor McDonald
9.00am: Networking
9.30am: Close

Venue



The
watermead

Lakeside, Aylesbury, Bucks, HP19 0FX

Comments from previous AVBB meetings held at The Watermead

“Very friendly networking group with a relaxed atmosphere and a good mix of people and organisations”

“It is friendly and informal and does not impinge too much on the working day”

“Opportunity to network with local business people”

“The format and ease of networking is excellent, the guests were local with very common interests and speakers’ topics have been highly relevant”

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**To register, complete and return
the reply form overleaf.**

AYLESBURY VALE **BREAKFAST BRIEFING**

Date: **Wednesday 4th February 2009**

Venue:  **The Watermead**

**Lakeside
Aylesbury
Bucks HP19 0FX**

Cost: **£16.95 per person**

(N.B. In the case of cancellations 48 hours or more before the Briefing, the cost (if paid) will be refunded otherwise will not be charged. In the case of cancellations less than 48 hours before the Briefing, or non appearances without cancellation, the cost if paid will not be refunded and if unpaid will remain payable in full.)

I confirm that I/we will be attending the Breakfast Briefing on 4th February:

Name _____

Company _____

Address _____

_____ Postcode _____

Tel _____ Email _____

Guest Name _____ Company _____

I enclose a cheque for £..... Made payable to **Aylesbury Vale Breakfast Briefing.**

Please reply by **Wednesday 29th January** to:

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