

# THE 'QUICK & DIRTY' BUSINESS WORKSHOP FOR (INTERNATIONAL) ARCHITECTS

In times of recession, competition is fierce. Great design is not enough to get projects and clients. More than ever before, architects must sharpen their communicative skills and get armed with techniques to improve their acquisition and negotiation strategies.

In a 1-day programme, the Quick & Dirty Business Workshop provides architects with practical knowledge on:

- Communication,
- Acquisition & Marketing and
- (Contract) Negotiation skills,

with particular emphasis on their significance to successful architectural practice internationally.

Field experts with large experience in the architecture branch will expand on the three main topics, in a way that should clarify the key issues involved and teach techniques to apply in real situations.

The day closes with drinks and a speed-dating session with specialist advisors, for attendees to raise their own questions and obtain an expert's response.

**Date:** Friday 10th September 2010

**Who should attend:**

The programme is designed for

- architects performing communication, acquisition and negotiation tasks for their own practice
- architects working internationally or willing to develop their business internationally
- communications, business development and negotiation professionals from large architectural firms

**Venue:** Het Pakhuis – KOW Architecten  
Esperantoplein 19, 2518 LE 's-Gravenhage (The Hague)

**Fee:** Euro 195.- excl. BTW (VAT)  
Fees include refreshments and lunch.

**Number of attendees:** 18

**Language:** English

**Organizer:** Mariana Idiarte Business Consultant for the Creative Industry

**Registration:** Fill in registration form attached or contact Mariana Idiarte at:

T: +31 (0) 654750161  
E: info@marianaidiarte.com  
W: www.marianaidiarte.com

<b>9:00-9:30</b>	<b>Registration and Coffee</b>
<b>9:30-10:00</b>	<b>Welcome and Introductions:</b>
<b>10:00-12:00</b>	<p><b>Acquisition</b> by Harald van der Sluys</p> <ul style="list-style-type: none"> <li>- winning (prospect) client's trust</li> <li>- unique architects for unique clients: your custom-made marketing plan</li> <li>- strategic acquisition: using the instruments you have and applying long-term vision</li> </ul>
<b>12:00-13:00</b>	<b>Lunch</b>
<b>13:00-15:00</b>	<p><b>Communication</b> by Steve Seager</p> <ul style="list-style-type: none"> <li>- creating value: how to identify what value means for each client</li> <li>- active listening: how to identify client's needs and motivation</li> <li>- creative process vs. commercial client: how to bridge language barrier</li> </ul>
<b>15:00-15:15</b>	<b>Break</b>
<b>15:15-17:45</b>	<p><b>Negotiation</b> by Mariana Idiarte</p> <ul style="list-style-type: none"> <li>- Setting negotiation goals and plan</li> <li>- Negotiation techniques that work and are easy to apply</li> <li>- Contracts: types of contracts and main conditions to watch</li> </ul>
<b>17:45 onwards</b>	<p><b>Drinks</b> Introduction Speed-Dating experts</p>
<b>18:00-20:00</b>	<p><b>Speed Dates</b> Upon registration, attendees can indicate their preference for 2 advisors to talk to during the "speed dates" (5' each) and to ask a specific question to an expert in the following fields:</p> <ul style="list-style-type: none"> <li>- Organisation, strategy, office management and human resources (Jaap Neijzen)</li> <li>- Intellectual Property rights / Copyright and conflict resolution (Aernoud Bourdrez)</li> <li>- Acquisition and Marketing (Harald van der Sluys-Veer)</li> <li>- Communication, PR and Social media (Steve Seager)</li> <li>- Negotiation and contracts (Mariana Idiarte)</li> </ul>



### **Harald van der Sluys-Veer**

Formed as an architect, Harald has been since long involved in the communication aspects of the architectural practice. He worked, among others, for KCAP Architects & Planners, before founding URBAN/COM in 2009. His firm offers tailored services to urban planners and architects in the fields of strategic communications, public relations, acquisitions and tenders. Harald is also correspondent for architectural magazine AWM.



### **Steve Seager**

Steve Seager is a communications, PR and strategy specialist with 20+ years experience across industries, including Architecture, Design, Energy, Media, and ICT. He is founder, strategy and communications director of Amsterdam based company 'we do communications'; helping businesses understand and apply the new rules of marketing and PR on the social web. Steve is also President Elect of the International Association of Business Communicators, Netherlands Chapter.



### **Mariana Idiarte**

Mariana studied architecture and advertising in Argentina. She discovered her passion and skills for negotiation working for KPMG International. In search for a creative environment, she became contract manager for O.M.A. Since 2009, she is director of Mariana Idiarte Business Consultant for the Creative Industry. Mariana advises architecture and design firms worldwide on international and multi-disciplinary negotiations and business strategy.



### **Aernoud Bourdrez**

Aernoud is a lawyer and negotiator specialized in Intellectual Property rights. He worked as a lawyer for Allen & Overy and Höcker advocaten. In 2003, he founded Use Intellectual Property B.V. (Use-IP), a niche office in the field of IP rights. Aernoud represents artists, photographers, designers, advertising agencies and architects and has advised in conflicts in more than 35 countries. In 2009, he published "GRRR: conflict resolution in 75 lessons".



### **Jaap Neijzen**

Jaap is director at Archipunt, an advisory firm for architects specialized in organisation and strategy. With a business administration background, he has 15 years of experience advising architecture offices on matters related to bureau management, strategy, human resources, quality control and change management. Jaap is also the initiator and board member of Archimove, an organisation that supports innovation in the branch of architecture.