

Cliveden

Why CRM is now essential for SME's

Join us for a Business Breakfast with a focus on why Customer Relationship Management (CRM) is so important in today's business environment. We will cover why CRM is relevant to SME's, the benefits to your business of employing CRM and the increasing role of social media with CRM.

CRM is not just a sales tool. By sharing the same timely accurate information across the entire business it allows organisations to grow their business, increase productivity, reduce costs and measure success. Bestoutcome works with clients to establish their CRM objectives and implement Sugar in a way that meets their overall business strategy. SugarCRM is the world's leading provider of open source CRM software. Over 7,000 customers and more than half a million users rely on SugarCRM to execute marketing programs, grow sales, support and retain customers and create custom business applications.

Join us and discover just how affordable and effective a new CRM strategy can be to help aid your growth. Why not bring a guest or colleague with you and also enjoy a first class breakfast at Cliveden. Book online at: www.iod.com/berkshire/event, return this form or call 0118 9429608 to book your place.



Friday, March 16, 2012 07:30 – 09:30, breakfast
 Cliveden House, Taplow, Berks, SL6 OJF
 £20 + VAT members & guests, £30 + VAT Non members inc full English breakfast

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Name _____ Company _____
This information will be reproduced on the delegate attendance list

Membership No. _____ Tel _____ Email _____

Address _____

Friday, March 16, 2012

I require: ___places @ £24.00 inc VAT (members & guests) I require: ___places @ £36.00 inc VAT(non members)Total £ ___

Guest _____ Membership No _____ Company _____

Guest _____ Membership No _____ Company _____

Please supply additional guest details on reverse or separate sheet. Where relevant please advise of any dietary requirements

I enclose a cheque for £ _____ (cheque payable to IoD) Amex Visa Mastercard

CREDITCARDNo _____ Start date _____ Expiry date _____ Card security code _____

Registered cardholder's address (if different to above) _____

If you are an IoD member, is this your first event? Y / N

Please return to:

Juliet Rushent, IoD Berkshire Branch, 37 Vicarage Wood Way, Tilehurst, Reading, Berks, RG31 6ZX
 T 0118 9429608 E admin.berks@iod.net W www.iod.com/berkshire

TERMS AND CONDITIONS

There are limited places available for this event so early booking is recommended, no reservations can be held without payment. Please complete and return the form below with full payment or book online at www.iod.com/berkshire/events. Please note that this booking is NOT refundable. Confirmation, and any further details, will be issued in advance of the event. The IoD reserves the right to alter the arrangements as described due to unforeseen circumstances.