

What is it?

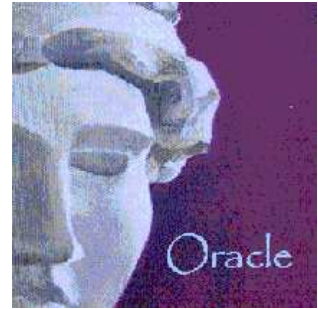
Oracle is a new and exclusive forum...

A series of highly focused discussion lunches designed especially for senior marketers in the professional services sector.

Attendance is by invitation only and will bring together a small group of like-minded professionals for structured discussion over an excellent lunch, in a relaxed, open and non-competitive environment.

Each session will focus on a strategic issue affecting the sector. Whilst lunching, you will hear from a credible expert on the day's topic, followed by mediated, roundtable discussion where participants can share opinions and learn from experts and peers.

The ambition is to work together to forge future excellence, creating an environment where professionals demonstrate their worth - heightening reputation and together attracting more business to the area. So we all benefit. The Oracle is the sum of the parts.



Why should I get involved?

Oracle lunches will give you insight. A think tank where key issues are raised and strategic solutions crafted. Involvement is a demonstration of standing and an opportunity to benefit yourself and others through sharing your knowledge and experiences. It's a chance to draw further expertise into shaping strategy for your firm, whilst also making new networking contacts and raising your profile.

Who will be round the table?

A hand picked and carefully selected mix of senior representatives from professional firms, with no more than 14 at any lunch. The mix for each session will be geared to maximise learning and sharing of knowledge, and will range from managing partners of medium sized firms to marketing directors of larger firms, drawn from an appropriate mix of professions. The emphasis is on strategic perspectives - no one is expected to reveal confidences.

What are the topics and when is it happening?

All lunches take place on Fridays, commencing 12:00 for introductions and drinks with a prompt start at 12:15pm, ending on the dot of 2:00pm. Nottingham venue is Harts Restaurant; in Cambridge we commence the programme at the University Arms.

Spring: How does tendering fit in your strategic plan?

- o Friday 27th April 2007 Nottingham.
- o Friday 25th May 2007 Cambridge

Summer: Living the brand

- o Friday 22nd June 2007 Nottingham.
- o Friday 20th July 2007 Cambridge

Autumn: Mergers and Acquisitions

- o Friday 14th Sept 2007 Nottingham.
- o Friday 19th October 2007 Cambridge

Winter: Soiree and year-end celebration

- o Friday 30th November 2007 Nottingham.
- o Friday 7th December 2007 Cambridge

The strategic forum for professional marketers

Contact through Prima PR T: 01400 251557 E: oracle@primapr.co.uk W: www.primapr.co.uk/oracle.htm

How much does it cost?

Oracle is currently managed without charge. The cost of lunch – including drinks - is £20.00 in Nottingham and £35 in Cambridge, inc VAT per head.

Who is behind the idea?

Oracle is a concept conceived and run by full service public relations and marketing communications consultancy Prima PR with The Progressive Business Group, specialists in business development for the professional services sector.

As complementary companies, together we offer a range of niche products for the professional services sector include business intelligence reviews, strategic marketing and business development plans, presentation and media skills, and full communication audits, including in-house and external agency reviews.

- o [Prima PR & Marketing](#) – a full service public relations and marketing communications agency, whose client base has included the professions throughout the past 20 years. Contact details: Gelston House, Gelston, Grantham, Lincs NG32 2AE : 01400 251557
- o [The Progressive Business Group](#) - business development consultants specialising in the professional services sector. Contact details: Old Masons, Pinfold Road, Castle Bytham, Lincolnshire NG33 4RY : 01780 411 064

RSVP

Entrance to the guest list for each lunch will close two weeks before the event date to ensure the mix of attendees. Payment by cheque should be made payable to **Prima PR** and is due at the time of booking.

Post to Prima PR & Marketing at:
Gelston House, Gelston, Grantham, Lincs NG32 2AE
Email: oracle@primapr.co.uk

Payment by bank transfer should be made to Prima PR – please contact us on 0115 941 9090 for bank details.

Once lunch numbers have been booked with the restaurant we cannot make a refund on a booking unless your place can be filled. To ensure good debate amongst restricted numbers please advise any cancellations well in advance.

The strategic forum for professional marketers

Contact through Prima PR T: 01400 251557 E: oracle@primapr.co.uk W: www.primapr.co.uk/oracle.htm