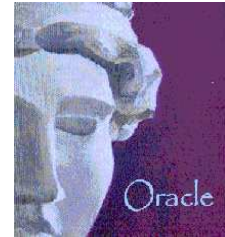


15th August 2007

Oracle



As a leading player at a progressive professional firm in the region, we would be delighted if you could join us for lunch on **Friday 14th September 2007, 12pm – 2pm at Harts Restaurant in Nottingham** for a new and exclusive round table forum called Oracle.

This is the third session in a series of highly focused discussion lunches designed especially for senior marketers in the professional services sector. It's an opportunity to meet like-minded professionals to discuss key strategic issues in an open and relaxed environment. The emphasis is on strategic perspectives - no one is expected to reveal confidences.

The ambition is to work together to forge future excellence. Together, we can create an environment where professionals demonstrate their worth and attract more business to the East Midlands - so we all benefit.

The discussion topic for this session is '**Deciding whether merger/acquisition is the right strategy**' and will address issues such as: Do professional firms have a clear vision, a strong strategy and is their culture right for a merger or acquisition? How do firms determine their fit with another and what is the attraction for each party, how important is this?

We will also look at **internal issues**

- how do you decide on the 'merged' name, logo & brand values, manage the politics and gain buy-in from employees, encouraging client sharing & cross selling?

and the **external issues**

- how do you handle the effect on the merged client base, how will it be seen by other stakeholders, who controls the release of information, how do you keep the communications process tight and manage the message if the merger doesn't go ahead?

Leading the debate will be **Tim Hastings**, Chief Executive of law firm Nelsons - in 1999/2000 Tim led Nelsons through the acquisition of 7 firms in Nottingham, Leicester and Derby, emerging as a regional heavyweight turning over £17m and employing over 250 staff - and **Simon Slater**, Managing Director of First Counsel Consulting Ltd – successfully advising in a number of high profile merger and acquisitions within the professional services sector.

The feedback from the Oracle launch sessions has been excellent – please visit the Oracle web page: [Oracle forum](#) for further details including sound bites from participants and press coverage.

We do hope you are able to join us and look forward to hearing from you soon. If you have any questions, please call us on 01780 411064

Yours sincerely,

Mandi Short

The Progressive Business Group

The strategic forum for professional marketers

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