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February 2010

SPRING WORKSHOP

KEEPING YOUR CLIENTS (HAPPY)

A TALK ON CUSTOMER SERVICE BY
NICK ROSENTHAL, MITI

to be held at Faculty Room North,
David Hume Tower, University of Edinburgh, George Square
on Saturday, 6 March 2010

Programme

Faculty Room North, David Hume Tower (ground floor)	9.30	Foregather (tea/coffee will be available)
	10.00	Customer service part 1
	11.00	Break
	11.30	Customer service part 2
Vittoria, 19 George IV Bridge	13.00	Lunch (optional!) (10 min. walk from George Square)



ITI members: This event qualifies as
Continuing Professional Development.
Enter it in your CPD record!

Speaker

Nick Rosenthal is an experienced, qualified MITI who works as Managing Director of Salford Translations Ltd in Manchester. Nick has a passion for excellent customer service, and he currently runs the marketing exercise on ITI's online business skills course, the PSG.

Why customer service?

Although we should never sit on our laurels, it is usually more rewarding - both professionally and financially - to cultivate long-term relationships with our existing valued customers than to keep finding new ones. For customers who are helpful, value our work and pay us on time at a rate we are happy with it is often worth doing that little bit extra.

What main areas will you be covering?

I will be looking at the benefits of long-term customer relationships and at how other businesses in other industries deliver customer service, and discussing what lessons we can learn from them, including how we can put things right when something goes wrong (offsetting the 'ouch factor'). I will also be giving away money!

Who would benefit from attending?

Whether you are an experienced translator/interpreter or just starting out, you are running your own business. And if you are running your own business you can always benefit from taking a step back and looking at how other businesses deliver customer service, and seeing what you can do to keep your own customers coming back for more. An ideal opportunity to work on your business rather than in it!

This is a lively, interactive presentation that is intended to make us all think about how we look after our customers.

Venue

George Square is in central Edinburgh.

Our meeting takes place in Faculty Room North in the David Hume Tower (on the ground floor).

Parking at George Square is expensive. Free on-street parking is available on Saturdays at Bruntsfield Links (a 10-minute walk away through the Meadows).

You can find a map showing how to reach the venue [here](#) (click on "David Hume Tower" underneath the map to zoom in).

Cost

The meeting itself is free. The lunch is pay-as-you-go.



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Registration

Please print out this page (ideally on a piece of paper that you have already used the back of) and return it to **Angelika Muir-Hartmann** at **Three Elms, Freelands Road, Ratho EH28 8NW** by **Friday, 26 February** at the latest.

You may also email her at muirhartmann@aol.com to reserve a place.

Name:
(Please print clearly)

I would like to register for the workshop on Saturday, 6 March 2010.

.....
(Signature)

.....
(Date)

Please tick as appropriate:

I would like to come to the lunch

Special dietary requirements:

If you can offer or would like a lift or overnight accommodation, please post a message on the ScotNet e-group, or let Angelika know by emailing muirhartmann@aol.com.



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