

Setting Up and Running a Successful Consultancy

Programme and Registration Brochure

21 September 2006

IMechE, 1 Birdcage Walk, London

www.imeche.org.uk/events/consultants



Supported by Manufacturing Industries Division and Management Group of the IMechE

Co-sponsored by



Setting Up and Running a Successful Consultancy

There are many issues to consider when operating as an Engineering Consultant. Whilst some are particular to the individual and the type of service that is being offered, many are common to all Consultants.

As a lone Consultant, or as a partner in a small practice, activities that would be handled by entire departments in large organisations fall on your shoulders - accountancy, book-keeping, taxation, VAT and marketing. There are also other issues particular to Consultants, for example what to charge, getting paid, agreeing suitable terms with clients and professional indemnity insurance.

This workshop will address the key issues that affect the Consultant operating in a small consultancy.

Benefits of Attendance

Delegates will benefit from:

- Practical advice from experienced practitioners
- An improved understanding of taxation rules for different types of operation
- Advice on allowable expenses and other accountancy issues
- Ideas for effective marketing strategies
- Essential information on Contracts of Engagement and the protection these can offer
- Important facts about Professional Indemnity Insurance

Who Should Attend

Engineers considering Consultancy as a career, lone Consultants and those in a small practice wishing to update on various issues, will all find the programme of considerable practical use.

Exhibition and Sponsorship

Why not take this opportunity to display an exhibition stand, or provide inserts about your company in the delegate packs? For more information contact Charlotte Newton on 020 7304 6837 or Email c_newton@imeche.org.uk

PROGRAMME

21 September 2006

08.45 Registration and Coffee

09.15 Chairman's Opening Remarks

Dr Colin Brown, Director of Engineering, Institution of Mechanical Engineering

09.25 Taxation and National Insurance Issues

David Goreham, Business Advisor, HM Revenue & Customs

- Registering self-employment
- National Insurance for the self-employed
- Implications of creating a company
- Registering a company
- Records
- Tax and National Insurance for employees
- Paying employees
- Self Assessment
- Online Filing and e-payment
- IR35 awareness
- Help

10.05 Question and Answer Session

10.25 Morning Coffee

10.45 Accountancy Issues

Anita Monteith, Technical Manager, ICAEW Tax Faculty

- Setting up the Business
- Limited Companies versus Sole Trader
- Business Plan - defining your aims
- Keeping Records
- Trading Year/Tax Year
- VAT
- Tax deductible expenses
- Working from home
- Car expenses
- IR35 - a brief summary
- Employing Staff - PAYE or Self-Employed
- Research and Development
- Construction Industry Scheme

11.25 Question and Answer Session

11.45 The Identification and Management of Legal Liabilities

Ewan McGregor, Griffiths and Armour Professional Risks

This talk will consider the basis of a consultant professional's legal liabilities, the consequences of breaching those obligations and the role Professional Indemnity Insurance plays in mitigating the financial harm arising from claims made against professionals. Examples will be given of topical claims and recent court judgements.

12.25 Question and Answer Session**12.45 Lunch****13.45 Marketing for Non Marketers**

Kim Horner, Consultant, Trainer & Public Speaker – CustomerClix

Business Links, the Government funded support agency, cites the biggest reason for business failure in the UK as an organisation's inability to market itself. Marketing has its roots in economics and begins – strategically – with an examination of the market and how it is evolving, thus highlighting gaps and opportunities. From this, positioning can be decided and good use of the Marketing Mix (the 4 Ps: Product, Price, Place, Promotion) will entice people to buy. Customers are king; they are the lifeblood of any business as, without revenue coming in, there is no business. Even if the best product or service in the world has been created, without effective marketing and sales, there will be no customers and, critically, no revenue. This presentation will cover a number of topics including, the market, positioning and segmentation.

14.25 Question and Answer Session**14.45 Afternoon Tea****15.05 Fee Structure**

- What Are You Worth to a Client?
- What Are the Benchmarks for Establishing a Fee Rate?
- What Proportion of Your Time is Fee Earning?
- What Are the Overheads to Consider in Setting Your Fee?
- Consideration of Lost Benefits'
- Typical Assessment of Fee Structure
- Implication of Long and Short Term Projects
- The First Meeting with a Potential Client – Evaluate
- Your Worth
- Hourly or Daily Fee Rate
- Benchmarking Against Other Consultants

15.45 Question and Answer Session**16.05 10 Things I Wish I Knew When I Was a Consultant**

Eurling Stephen Rockhill, Construction Unit, Charles Russell

Drawing on experience both in the construction industry and as a lawyer this presentation examines the ten key issues of which all consultants should be aware.

- Working for free – am I liable if I am negligent?
- How do I limit my liability?
- Am I in contract with my client?
- Am I acting under my terms or my client's?
- Of which contract terms should I be wary?
- Contract terms I want included in my contract.
- Can I delegate some of my design duties?
- Payment terms and the Housing Grants Construction & Regeneration Act 1996.
- Can I suspend work if I am not paid?
- What should I do if there is a dispute?
- Standard Contract forms – how do I fit in?

The presentation will address the above areas identifying practical points that consultants should be alive to when offering consultancy services. It will explain the legal background relating to these issues and explain why consultants should structure their contract documents to take on board the above.

16.45 Question and Answer Session**17.05 Chairman's Closing Remarks**

The Programme is subject to amendment

GENERAL INFORMATION

REGISTRATION

To register please return the completed registration form with the appropriate remittance. The reduced IMechE member rate is also available to members of the following bodies: ACE, ICE, IET, IFST and PCG.

CANCELLATIONS

For a refund of fees (less £25 + VAT admin charge), cancellations must be made at least two weeks prior to the event. Replacement delegates are welcome at any time.

VENUE

The seminar will be held at IMechE, 1 Birdcage Walk, London. Full details of how to reach the venue will be issued to delegates prior to the event.

ACCOMMODATION

The Corporate Team in association with the IMechE has arranged special discounted rates at local hotels for delegates. A list of hotels will be forwarded to delegates upon receipt of their registration and payment. Alternatively please contact the Corporate Team directly and quote ID number 8488.

Tel: 0845 6044060
Fax: 020 7828 6439
Email: events@corporateteam.com
Website: <http://www.corporateteam.com/events/8488>

SPECIAL REQUIREMENTS

Please inform Charlotte Newton of any special requirements (including dietary and access).

INSURANCE

The organisers do not accept liability for any injuries or losses of any nature incurred by delegates and/or accompanying persons, nor the loss or damage to their luggage and/or personal belongings

ENQUIRIES

Please address enquiries to the relevant department:

Event enquiries:

Charlotte Newton

Tel: 020 7304 6837

Fax: 020 7222 9881

Email: c_newton@imeche.org.uk

Registration enquiries:

Tina Churcher

Tel: 020 7973 1258

Fax: 020 7222 9881

Email: t_churcher@imeche.org.uk

Membership of IMechE

Substantial discounts on attending events are available to IMechE Members. For full details of becoming a member of IMechE please contact the Membership Department on 0845 226 9191 Fax: 020 7090 1001

Membership Department
Institution of Mechanical Engineers
1 Birdcage Walk
London SW1H 9JJ

The Institution of Mechanical Engineers is a registered charity, number 206882

Fax completed form back to: +44 (0)20 7222 9881
Post to: Registration S1163, IMechE, 1 Birdcage Walk, London SW1H 9JJ UK
Online booking on: www.imeche.org.uk/events/consultants

Please complete in BLOCK CAPITALS

| | |
|------------------------|---------------|
| Surname | Date of Birth |
| Title (e.g. Dr / Mr) | First Name |
| Job Title | |
| Organisation / Company | |
| Mailing Address | |
| | |
| Postcode | Country |
| Telephone | Fax |
| Email | |

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|--|--------------------------|---|--------------------------|
| Membership Status: Are you a: | | None of these? | |
| Member of IMechE? Please tick | | Member of a Co-Sponsoring Institution?* Please specify | |
| Fellow | <input type="checkbox"/> | Affiliate | <input type="checkbox"/> |
| Member | <input type="checkbox"/> | Student Affiliate | <input type="checkbox"/> |
| Associate Member | <input type="checkbox"/> | Other IMechE | <input type="checkbox"/> |
| IMechE Membership No. (if applicable): | | *see general information | |

Please indicate method of payment
Cheque ☐ Credit Card ☐ Invoice ☐ Sterling Draft ☐

Data Protection: The IMechE would like periodically to send you information on events, conferences and publications that you may be interested in. Would you like to receive such information? Yes ☐ No ☐

LATE REGISTRATIONS:
After 07/09/2006 please phone 020 7973 1258 to confirm the availability of places and then fax a copy of the registration form to +44 (0)20 7222 9881

PAYMENT DETAILS:

By Cheque:
Cheques should be in Sterling and made payable to 'Institution of Mechanical Engineers'

By Credit Card:
Please charge my Eurocard/ Mastercard/ Visa * card (* delete as appropriate)
NB Diners Club, American Express and Maestro Cards are NOT accepted

Total amount £

Card no:

Valid from date Expiry date Signature

Address at which the card is registered (if different from overleaf)
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Authorisation code (office use only) Obtained by:

A VAT receipt will be issued upon card's authorisation

| | FEE | VAT | TOTAL | PAYABLE |
|--------------------------------------|---------|--------|------------------------|----------------------|
| IMechE Member | £180.00 | £31.50 | £211.50 | <input type="text"/> |
| Member of Co-sponsoring Organisation | £180.00 | £31.50 | £211.50 | <input type="text"/> |
| Non Member | £220.00 | £38.50 | £258.50 | <input type="text"/> |
| Student / Retired | £50.00 | £8.75 | £58.75 | <input type="text"/> |
| EXTRA ITEMS | | | | |
| Invoice Charging (if applicable) | £10.00 | £1.75 | £11.75 | <input type="text"/> |
| TOTAL | | | £ <input type="text"/> | |

PLEASE DO NOT SEND PAYMENT SEPARATELY FROM THIS BOOKING FORM

INVOICE DETAILS (UK DELEGATES ONLY):
Delegates wishing to be invoiced must provide an order number or the registration cannot be processed and will be returned. If your company does not use order numbers please enclose a formal request for invoicing on your company's letterhead.

A charge of £10 + VAT will be made for each invoice to cover additional administration costs

Order Number

Contact Name

Name and Address for invoicing
.....
.....
..... Post Code

Tel: Fax :

Invoices are payable on receipt and no alterations to these terms will be accepted.

PAYMENT BY OVERSEAS DELEGATES:
Overseas delegates may pay by credit card (see above) or by sterling draft drawn on a UK bank. NB The draft MUST accompany this form. And it is the delegate's responsibility to pay bank charges. Please note our bank details:
IMechE Current Account, Natwest Charing Cross Branch
Sort Code 60-40-05, Acc No 00817767.
We regret that we are unable to invoice overseas delegates.

VAT REG. NO. GB 299 9304 93

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