

# **Pearlfinders contributes at New Business Best Practice Seminar**

**Pearlfinders has contributed at a series of new business best practice seminars held during May at The Groucho Club, Soho, and hosted by Rainmaker Consulting.**

125 new business professionals have so far attended from a broad mix of agency disciplines including: AKQA, OgilvyOne, Leagas Delaney, Clark McKay & Walpole, The Future Foundation, Saatchi & Saatchi Healthcare, Iris, Sapient, ICLP, Publicis, OMD, LBi, Lambie-Nairn, Manning Selvage & Lee, Seymour Powell, Cohn & Wolfe, CDP and Design Bridge.

Pearlfinders' director Anthony Cooper who met a large number of Pearlfinders' subscribers at the events says, "it's critical in the current environment that new business tools actually work. When the economy tightens, everyone starts fretting about new business. The fat tends to get cut away and only those tools and resources that can justify their existence remain. New business rather than marketing and PR budgets become a priority."

He says Strategic Fusion told him that visiting the seminar and listening to the insights and approach towards pro-active new business, meant they couldn't really justify looking at other options when it comes time to review Pearlfinders. Hooper Galton's Andrea Mulligan mentioned that while she uses a number of new business resources, the seminar had shown the thought that goes into the Pearlfinders' product distinguishing it as the true leader in its field.

Anthony says he plans to arrange making the findings of the Survey, which underpinned the seminars, available to Pearlfinders soon.

Other Pearlfinders subscribers there included: Cowan Group, Design UK, Broadview, Blue, FreshMinds and River Publishing.