

Summit Meeting Agenda August 2025

Topic: Target. Track. Transform. Your Ideal Client Game Plan

This session is all about getting crystal clear on who you want to work with—and making sure your business is built around them.

Your Ideal Client

We'll start by revisiting your **Ideal Client** profile. Whether you're defining this for the first time or refining an existing niche, you'll assess who your Ideal Clients are, what they want, what makes your firm stand out – and how this compares to your current client list and service offering.

Sales Academy

In this session, you'll quantify how many ideal clients you actually need to hit your revenue goals, where to find them, and most importantly what you are going to do about it! It's about turning your ideal client vision into a focused, achievable plan.

Start Time	End Time	Details
08.30	08.45	Introduction
08.45	10.25	Community Case Studies – In-depth case studies from attending firms
10.25	10.55	Break
10.55	12.30	Your Ideal Client – Why Should they Choose You?
12.35	13.20	Break for Lunch
13.20	15.10	Sales Academy – Turning Hopes into Actions
15.10	15.30	Stretch
15.30	16.30	Open Forum
16.30	16.45	Wrap up
16.45	18.00	Post-Summit Drinks
18.00	21.00	Group Dinner

Who should attend?

This session is ideal for owners, partners, and key decision-makers who are responsible for managing client relationships and driving growth.

Dinner Reminder

We often hear that attendees get so much gold from attending dinners and debriefing on the day/sharing ideas that are invaluable. If you haven't registered, it's not too late! [Click here to purchase tickets.](#)