

# THE INSTITUTE OF AGRICULTURAL MANAGEMENT *FARM MANAGEMENT SKILLS PROGRAMME*



THE PROFESSIONAL BODY FOR THOSE  
INVOLVED IN AGRICULTURAL  
MANAGEMENT



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THE INSTITUTE OF AGRICULTURAL | MANAGEMENT PORTBURY HOUSE  
SHEEPWAY | PORTBURY | BRISTOL | BS20 7TE

# PROGRAMMES

## DEVELOPING YOURSELF

### Description

Time management, listening skills, delegation, defining strategy, resilience, sustainability  
Presentations skills - Planning, presentation techniques, styles, control of the audience, handling questions

### Venue

University of Reading

### Speaker

Chris Bowerman, Tripos Consultants

### Date

05.11.19

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## INFLUENCE, ASSERTION & NEGOTIATION

### Description

What Influence Do You Have?  
How Does Your Behaviour Impact on Your Ability to Influence Others?  
How Using Assertive Behaviours Increases your Ability to Influence?  
Effective Negotiation and the Possible Outcomes  
Skills Used by Effective Negotiators  
Putting it into Practise  
My Plan to Develop Influence, Assertion and Negotiation Skills

### Venue

RAU

### Speaker

Carol James, Development Consultant

### Date

03.12.19

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## DEALING WITH OTHERS

### Description

Customer services, mediation, empathy, selling skills, networking  
Staff appraisals, team motivation, managing expectations, career development, reward & recognition, performance management, discipline & grievance

### Venue

University of Reading

### Speaker

David Selway, Functional Farm Ltd

### Date

06.11.19

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## COMMERCIAL AWARENESS

### Description

Exploiting business opportunities  
Making the business case/ what does the bank need  
How to manage the Press/ preparations of media statements for all eventualities  
Understanding how to market your business/ the importance of image  
Targeting the iGeneration - how to make Social Media work for you

### Venue

RAU

### Speaker

Chairman Martin Waite P.Agric MIAgrM, AMC plc  
Tom Brunt FIAgrM, Savills  
Mark Suthern MIAgrM, Barclays  
Peter Morris, RAU  
Jane Craigie P.Agric MIAgrM, Jane Craigie Marketing  
Simon Haley MIAgrM, SRH Agribusiness – 'Cultivating Rural Growth'

### Date

04.12.19

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## FINANCE

### Description

The financials of farm businesses: where money comes from; where it goes; what the accounts mean; how we can use this information to understand and drive performance. Turnover v profit v cash flow and other key issues in the farm business. Key taxation issues. Investment appraisal. Long and short term sources of finance.

### Venue

Strutt & Parker Offices London

### Speaker

Charles Cowap, Independent Land Management Consultant

### Date

20.11.19

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## RISK MANAGEMENT & TECHNOLOGY & DATA

### Description

Farm Insurances & why Risk Management on Farm is important  
What does the future hold: the role of agri-tech in your business and what do you need to know to make the most of the opportunities

### Venue

Harper Adams University

### Speakers

Stephanie Berkeley, Farm Safety Foundation  
NFU Mutual  
Professor Karl Behrendt, Harper Adams University

### Date

22.10.19

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## AGREEMENTS

### Description

Contract farming agreements, farm business tenancies, joint venture agreements, share farming BPS, Countryside Stewardship, Cross Compliance, Greening  
NELMS, Ecosystem services & natural capital  
Legal update  
What is going to be useful going forward?  
Using Agreements in Practice

### Venue

Strutt & Parker Offices London

### Speakers

Carl Atkin, Terrovost Ltd, FIAgrM  
Will Gemmill, National Head of Farming, Strutt & Parker FIAgrM  
Rob Gazely, Senior Associate Director, Strutt & Parker P.Agric (MIAgrM)  
Jason Beedell, Director, Research Strutt & Parker  
Dr James Jones, MIAgrM

### Date

21.11.19

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**Successful completion of all modules will entitle the delegate to apply for Professional Grade of Membership to IAgrM.**

### Cancelling your place on the module:

- You can cancel or transfer to another module up to two weeks in advance with no charge.
- Always let us know as early as possible if it looks like you can't make the date you have booked.
- Cancellations made 14 clear days before the module, or less, or no-shows are not entitled to a REFUND or FREE transfer to another module (see note about insurance below)

### Cancelling of a module:

- Please be aware that modules can be cancelled because of shortage of numbers, illness or other factors. It is therefore worthwhile booking hotel rooms etc. that can be cancelled. Please note that IAgrM is not liable for additional expenses. If IAgrM have to cancel, a full refund will be offered.

# Farm management skills programme

## Booking form

Please complete the form, choose your method of payment and return the form by post or confirm details by email to [enquiries@iagrm.org.uk](mailto:enquiries@iagrm.org.uk)

BOOKING CONTACT DETAILS	
Name	Company
Address	
Postcode	Job Description
Phone	Email

If you require a VAT invoice please retain a copy of this form for your records.  
 VAT Registration No. 119027335. VAT charged at 20%

COST	
MEMBER PRICE PER MODULE	£210 + £42.00 VAT = <b>£252.00</b>
NON-MEMBER PRICE PER MODULE	£310 + £62.00 VAT = <b>£372.00</b>

	MODULE	TOTAL £
<input type="checkbox"/>	1. Developing Yourself	
<input type="checkbox"/>	2. Dealing with others	
<input type="checkbox"/>	3. Influence, Assertion & Negotiation	
<input type="checkbox"/>	4. Commercial Awareness	
<input type="checkbox"/>	5. Finance	
<input type="checkbox"/>	6. Agreements	
<input type="checkbox"/>	7. Risk Management & Technology & Data	
	<b>TOTAL</b>	

HOW TO PAY
<ul style="list-style-type: none"> <li>• <b>Log into our website</b> - <a href="http://www.iagrm.org.uk">www.iagrm.org.uk</a></li> <li>• <b>Cheque</b> – Please make payable to 'IAgrM' and post with form to The Institute of Agricultural Management, Portbury House, Sheepway, Bristol, BS20 7TE</li> <li>• <b>Bank electronic payment</b> – Sort Code: 404335 Account No: 21085972 Ref: NFMC</li> <li>• <b>Debit/Credit card payments</b> – Please phone the office on 01275 843825</li> </ul>

- Please tick here to receive details of future events offered by IAgrM
- Please tick here to receive details of all communications offered by IAgrM
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