



THE BENEFIT REALISATION MANAGEMENT PRACTITIONERS FORUM

The BRM Practitioners' Forum is a new opportunity for BRM practitioners to interact and access experience, expertise and ideas on the application of BRM from their colleagues in a wide variety of companies and organisations.

Aims of the Forum:

- To give an opportunity for BRM practitioners to meet to share experience and to move to the next level in applying BRM
- To provide updates on the principles and techniques of BRM
- To encourage those working on their own to use a network of colleagues as a sounding board
- To regularly consider and implement the most appropriate events or activities to ensure the Forum meets members' needs
- To shape the future of BRM, including establishing industry standards for language and templates.

Forum meeting days

Forum members meet together three times a year. The meetings are hosted by Gerald Bradley, founder and chairman of **sigma**, together with several **sigma** consultants and are open to non-Forum members also. The meeting days include plenary sessions and focus groups to explore specific issues pertinent to the needs of the participants. Topics suggested at the last meeting included:

- Creating and maintaining a balanced high value portfolio
- Gaining senior management 'buy-in'
- Stakeholder engagement – making it real, making it happen
- How to construct high quality robust maps
- Moving from maps to benefit management and realisation
- Ensuring real integration with other projects, policies, procedures and measurement tools
- Demonstrations of the software tool, ChangeDirector.

Who should attend?

- Anyone who has been or is currently involved in or is likely to be involved in BRM.
- Anyone who would value input from others' experience to benchmark their own activities.
- Anyone who would value an opportunity to build a network of colleagues to use as a sounding board for their ideas and to gain from the ideas of others.

To find out when the next Forum meeting is, check the **sigma** website, www.sigma-uk.com or contact Fiona Ramsay on 01372 450272 or email her at fionaramsay@sigma-uk.com.

Forum Membership

There are two forms of membership — Corporate - £2000 plus VAT p.a.
— Individual - £450 plus VAT p.a.

Corporate membership is for a company, central or local Government or other organisation. In very large organisations corporate membership will cover a unit, such as a Division, Department or Directorate. (For example, corporate membership would cover an individual NHS Trust, not the whole NHS.)

Benefits

Corporate members will be entitled to have three attendees at each event (usually three p.a.) of the Forum at significantly discounted rates – normally £125 plus VAT instead of standard £350 plus VAT, plus:

- Unlimited use of the Helpline to access a **sigma** expert on any BRM issue
- 25% discount for all **sigma** public seminars, booked directly with **sigma**, for any member of the organisation
- **sigma** newsletters e-mailed to any named individuals in the organisation
- 20% discount on the recently published book on BRM by Gerald Bradley
- Unlimited copies of BRM Briefing Papers
- Unlimited copies of journal articles written by **sigma** personnel
- A discount of 10-20% off an initial consultancy assignment

Individual members will be entitled to attend personally each Forum event at a significantly discounted rate – normally £125 plus VAT instead of standard £350 plus VAT, plus, for the Forum member only:

- Unlimited use of the Helpline to access a **sigma** expert on any BRM issue
- 25% discount off all **sigma** public seminars, booked directly with **sigma**,
- A copy of each **sigma** newsletter
- 20% discount off the recently published book on BRM by Gerald Bradley
- Unlimited copies of BRM Briefing Papers
- Copies of journal articles written by **sigma** personnel

How to join

If you would like to join the Forum, just complete the form below and post it to **sigma** at 17 High Street, Bookham, Surrey KT23 4AA or fax it to us on 01372 459059. If you have any questions about membership of the Forum, please phone Fiona Ramsay on 01372 450272 or email her at fionaramsay@sigma-uk.com.

