



## BUSINESS DEVELOPMENT IN THE DIGITAL WORLD

Posted by Ayşen Kunt | Dec 21, 2020 | FICPI News | 0



*FICPI-Turkey's final event of 2020, "Office management in the new era and business development in the digital world" took place on November 12, 2020. FICPI-Turkey Board Member Gökçe İzgi and Chairman Uğur Aktekin moderated the webinar while Eraksoy Consulting Management Consultant Reşat Eraksoy and Gün+Partners Strategy and Business Development Director Ilmut Acar shared their*

[CLICK HERE](#)

JOIN OUR  
LINKEDIN  
GROUP

[CLICK HERE](#)

CONTACT  
THE EDITOR

As members of the global community of independent IP attorneys, FICPI members can help each other improve by sharing our

This website uses cookies to improve your experience. We'll assume you're ok with our [Privacy Policy](#), but you can opt-out if you wish. [Cookie settings](#) I agree

The webinar discussed topics including leadership and management, motivation and communication management, effective and efficient performance while working remotely, the effects of digitalization on marketing and business development processes during and after the pandemic. The event focused on four key topics: human resources management; quality and standards; business development; and finance.

Image shows (top left to top right): Reşat Eraksoy (Consultant at Eraksoy Consulting Management), Uğur Aktekin (who is FICPI-Turkey Chairman); (bottom left to bottom right) Umut Acar ( Strategy and Business Development Director at Gün+Partners) and Gökçe İzgi (Board Member of FICPI-Turkey)

### **Human resources:**

The pandemic brought many uncertainties and new ways of working for employers and employees. With the introduction of more widespread homeworking, it has become more difficult to monitor what employees do and for how long, and who works less and who works harder during the pandemic. In addition, homeworking means that employers are mostly focusing on evaluating results rather than processes used.

Working remotely should not mean mentally moving away from the office for existing employees or for new recruits. Managers may need to put in some additional effort to keep people engaged, and how managers react to this crisis will be a guide for what to do should a similar situation arise in the future.

Although the world is already on the way to digitalization, the pandemic has accelerated this transition, so workflows need to be digitised at a faster rate and made more measurable. Some business lines (such as administrative services, secretariat) that are

personal opinion or comment on a topical issue of IP law, how we can help our clients build IP value in their businesses, or how we manage our own practices, we would like to hear from you. Please contact our Editor (contact details below).

Catherine  
Dhanjal

**catherine.dhanjal@theanswer.ltd**

T: +44 (0)800 998  
7990 or +44  
(0)7941 669 925

### **Guidelines for Authors**

If you would like to write an article for the FICPI Blog, please review the **Guidelines**

This website uses cookies to improve your experience. We'll assume you're ok with our **Privacy Policy**, but you can opt-out if you wish. [Cookie settings](#) I agree

The sense of belonging is very important for young employees, and particular attention should be paid to good onboarding and internal communication during the new working restrictions.

### Quality and standards

The session demonstrated the importance of key personnel to maintain quality and the importance of passing on corporate culture through knowledge and experience.

Speakers noted that ensuring quality in business management has three factors:

1. The human dimension where it is very important to have a training framework, especially as lawyers / attorneys are no longer working in the next rooms and so cannot easily ask each other in the slightest mistake / question.
2. 'Providers' to ensure quality in business management. Facilitating innovations in technology and services such as instant communication systems, an online library, and systems management will be required in the new period to increase the quality of business management.
3. Client satisfaction. Client feedback is an indicator of quality, so it is necessary to prioritise the existing clients first, to measure the satisfaction levels and to determine the factors that cause dissatisfaction. Client satisfaction and quality will go hand in hand when there is a structured approach plus communication, to eliminate the factors that create dissatisfaction.

### Marketing and business development

Although 2020 progressed negatively until April-May,

#### RECENT POSTS



ANALYSIS OF PRACTICAL

DETERMINATION ON WHETHER PARODY CONSTITUTES INFRINGEMENT IN THE TAIWAN INTELLECTUAL PROPERTY COURT

08/12/2020



EVERY FICPI MEMBER

CONTRIBUTES TO IMPROVING COMMUNICATION

24/11/2020



NEW EBOOK :

REFLECTIONS ON LOCKDOWN & LESSONS LEARNT

13/10/2020



PROGRESS TOWARDS

RDS A SUSTAINABLE FICPI

25/09/2020

This website uses cookies to improve your experience. We'll assume you're ok with our [Privacy Policy](#), but you can opt-out if you wish. [Cookie settings](#) I agree

*environment may change*" to emphasise the importance of business development. For this reason, the importance of existing clients was emphasized, especially in the context of marketing and business development in these difficult times. Since it is not easy to gain new clients, suggestions were made that existing clients should be protected, the services provided to them should be increased, and marketing and communication activities could be carried out online.

While marketing activities are mainly aimed at new clients, *"how we can better evaluate what we have"* should be prioritised in this process and importance should be attached to business development, where business development means protecting the existing clients and increasing the services provided to the existing clients. Client satisfaction should be planned well, as existing clients can be a reference site for new clients. In this context, it was mentioned that client satisfaction is related to the quality of the work done and that this satisfaction will increase by providing services on time and being accessible and having information about the client's sector and business model, since clients will be more satisfied when they can reach senior lawyers easily and feel that their job is prioritised.

During the current crisis, it is necessary to identify key areas of work first, to determine the clients in this field, to measure the satisfaction of these clients and to take corrective and improving actions.

The importance of consistency in marketing was also emphasised and it was noted that marketing activities should be planned and spread over time. Since face-to-face interviews are often no longer possible, cost-effective methods should be found to stand out from the 'information pollution' that may be caused by resource abundance.

## BUSINESS KIT HELPS YOU HIT YOUR NEW BUSINESS GOALS

14/09/2020

## RECENT COMMENTS

**Julian Crump** on **Amazon's experimental "Utility Patent Neutral Evaluation Program": the good, the bad and the ugly**

Denise Ahlert on **Life in lockdown in France, blog 3: WhatsApp and other messaging services**

Elia on **AI tech used in trade mark search**

**Antonio Mario Pizzoli** on **Mind the gap (in protection)**

## CATEGORIES

IP laws and practice (includes legislation,

This website uses cookies to improve your experience. We'll assume you're ok with our [Privacy Policy](#), but you can opt-out if you wish. [Cookie settings](#)  I agree

Articles could be prepared for proactive and commercially action-oriented publications with a long shelf life. It is important for lawyers and attorneys to improve themselves in terms of remote visual communication and written communication skills. In written communications, benefits provided to the reader should be prioritised. The importance of innovative steps, such as using webinars for communication purposes was mentioned. The speakers also stated that different distribution channels should be used to deliver the content to more people, for example a broadcast can be published in at least five/ six different channels.

### **Finance**

When developing 2020 and 2021 budget and finance projections, macroeconomic indicators such as those from World Bank and IMF should be considered.

The financial measures that companies can take and new habits they can adopt were also discussed. A fund should be created as a buffer against unforeseen crises, and speakers also suggested that the technology budget should be reviewed if the financials are sufficient.

Other suggestions included: if there are projects, it may be possible to turn these jobs into regular consultancy, even if the income is low; regular jobs can be increased; some job positions may become unnecessary in the new era; it may be helpful to turn to businesses that pay in foreign currency.

Finally, the floor was opened up to questions from the participants.

### **FICPI's view and involvement**

#### FICPI activities

Conferences and events (FICPI and other)

Professional standards, ethics and best practice

IP as a business, practice management

IP asset management (valuation, licensing, FRAND etc.)

FICPI committees and working groups

#### TAG CLOUD



AI

ARTIFICIAL  
INTELLIGENC  
E

BEST THING

BRAZIL

This website uses cookies to improve your experience. We'll assume you're ok with our [Privacy Policy](#), but you can opt-out if you wish. [Cookie settings](#) I agree

members through articles, blogs, webinars and events. FICPI's committees help drive professional and technical excellence, whilst its national associations and national sections offer the opportunity to network and drive developments at a local level.

### Next steps

Find out more about FICPI-Turkey

Find out more about FICPI's work groups and committees

Find out more about FICPI's national associations and national sections

COMMUNICA  
TION

COMMUNICA  
TIONS

CONFERENC  
ES

COPYRIGHT

CORONAVIR  
US

COVID-19

**Show all**

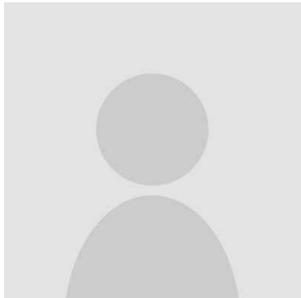
SHARE:



< PREVIOUS

New video: "What is the best thing about ficpi?"

### ABOUT THE AUTHOR



**Ayşen Kunt**

This website uses cookies to improve your experience. We'll assume you're ok with our [Privacy Policy](#), but you can opt-out if you wish. [Cookie settings](#) I agree

## LEAVE A REPLY

Your email address will not be published. Required fields are marked \*

COMMENT

NAME \*

EMAIL \*

WEBSITE

Save my name, email, and website in this browser for the next time I comment.

This site is protected by reCAPTCHA and the Google Privacy Policy and Terms of Service apply.

POST COMMENT

Copyright © FICPI 2019 | [Terms of Use](#)

Designed by [Elegant Themes](#) | Powered by [WordPress](#)

This website uses cookies to improve your experience. We'll assume you're ok with our [Privacy Policy](#), but you can opt-out if you wish. [Cookie settings](#) [I agree](#)