



2019-2020

Name of the Department/Society: **180 Degrees Consulting**

Name of the Event 4: Client Acquisition and Sponsorship

Date of the Event: 20/01/2020

A session was conducted to tell the consultants how to about client acquisition, which is one of the most imperative part of any consulting society. They were taught the following topics-

1. Which type of clients to target
2. How to target suitable clients
3. Pitches and contracts
4. Engagement strategy
5. Retention strategy

