



## Arboricultural Association

### Training Course Information



<b>Course title</b>	<b>Arboricultural Consultancy Day 1: The professional business of consultancy</b>
<b>Course objectives</b>	<p><b>To enable you to:</b></p> <ul style="list-style-type: none"> <li>• Define an arboricultural consultant's role</li> <li>• Explain the importance of accurate client instructions</li> <li>• Describe data collection, interpretation and review methods</li> <li>• Recognise a range of reporting styles</li> <li>• Explain the importance of using correct and appropriate language</li> <li>• Understand ethics and professional conduct in relation to arboricultural consultancy</li> <li>• Manage client pressure</li> <li>• Define the role of an arboricultural expert witness</li> <li>• Understand the factors in setting appropriate fees and charging structure</li> <li>• Explain the principles of sound marketing and public relations</li> <li>• Understand the requirements for business expansion and development</li> <li>• Explain the benefits of the AA Registered Consultants scheme, Chartered Environmentalist and Chartered Forester status</li> </ul>
<b>Who is the course aimed at?</b>	Existing consultants and contractors with some experience of providing advice, reports, etc for clients, wishing to expand their knowledge and professional standards
<b>Pre-requisites</b>	Significant experience working within the arboricultural industry, including an in depth knowledge of arboricultural plant science, pests, diseases and legislation
<b>Duration</b>	1 day
<b>Course content</b>	<ul style="list-style-type: none"> <li>• What is a consultant?</li> <li>• Ethics and professional conduct</li> <li>• Managing client pressure</li> <li>• Expert witness work</li> <li>• Fee structures</li> </ul>
<b>Materials provided</b>	<ul style="list-style-type: none"> <li>• Ring binder with course notes</li> <li>• "Good English" guide</li> </ul>
<b>Certification</b>	Arboricultural Association attendance certificate