

# South West Marketing and Sustainability Conference 2012

Profiting in a complex, resource constrained world

6 November 2012



Profiting in a complex, resource constrained world is the subject matter for the inaugural South West Marketing and Sustainability Conference 2012, which takes place on 6 November at Dartington Hall, Totnes Devon.

The conference will provide a day of thought-provoking and informative keynote, workshop and plenary sessions.

## Key note speakers:

Speakers include; BITC environmental sustainability director, Alan Knight, David Green CEO of Ecoisland and Dan Walmsley head of brand marketing at Speedy Asset Services. They will explain what sustainable business means to those working at the forefront of the agenda.

With the global population set to increase by nearly 30% over the next 40 years, Alan Knight will explore the 'nine billion challenge' whilst David Green will share how the Isle of Wight community is harnessing the power of corporate business and marketing to deliver their vision of island sustainability and energy independence from the mainland.

## Workshops:

To inspire you to tackle issues within your organisation or business there are two workshops to attend. CIMs sustainability ambassador, Carole Bond of sustainability consultancy Carbon Data Resources, will be working with delegates to explore the practical application of sustainability concepts such as closed loop working and the circular economy, whilst EDF Energy will be discussing marketing lessons learnt from London 2012.

## Plenary:

A question and answer session, chaired by Mark Duddridge, chair of the BITC Devon and Cornwall leadership team, will give delegates the opportunity to interact with a range of successful sustainable business people including; Matt Hocking, director at Leap Design Consultancy and Emma Stratton, director at Red Hotels amongst others.

Registration from 09:30; the event starts at 10:00 and finishes at 17:00. This is a CPD category 7 event. If you are non-EU resident, please call the events team to make your booking.

### Location

Dartington Hall, Totnes, TQ9 6EL

### Booking information

Please book online [www.cim.co.uk/49118](http://www.cim.co.uk/49118)

Or call The Chartered Institute of Marketing on **+44 (0)1628 427340**

5.0 hours CPD - This is a CPD category 7 event

### Ticket Prices

£80.00	CIM Members
£80.00	BiTC Members
£80.00	Studying Members
£80.00	Students
£100.00	Non-Members

BiTC members quote *BITCNOV2* when booking

**6 November 2012 - OUTLINE PROGRAMME**

09:30 - 10:00	Delegate arrival, registration, coffee and networking
10:00 - 10:10	<b>OFFICIAL OPENING AND WELCOME ADDRESS</b> John Taylerson; <i>Chair, The Chartered Institute of Marketing South West Regional Board</i>
10:10 - 11:00	<b>THE BIG IDEA</b> Dr Alan Knight OBE; <i>Environmental Sustainability Director, Business in the Community</i>
11:00 - 12:00  (all delegates to split into 2 groups)	<b>Workshop 1 (Group 1)</b> <b>DEVELOPING CIRCULAR BUSINESS MODELS</b> Carole Bond; <i>Director, Carbon Data Resources</i> Richard O'Connell; <i>Director, Bandvulc Tyres</i>
	<b>Workshop 2 (Group 2)</b> <b>LONDON 2012: LESSONS IN MARKETING SUSTAINABILITY</b> Gareth Wyn; <i>Group Director, EDF 2012</i> Dan Pritchard; <i>Media Manager, EDF Energy</i>
12:00 - 12:40	<b>ECOISLAND THE HUB OF A SUSTAINABLE FUTURE</b> David Green; <i>Chief Executive and Founder, Ecoland Partnership</i>
12:40 - 13:00	<b>MORNING SESSION ROUND UP AND INTRODUCTION TO DARTINGTON</b>
13:00 - 14:00	Lunch, networking and time to explore the Dartington grounds
14:00 - 15:00  (all delegates to split into 2 groups)	<b>Workshop 2 (Group 1)</b> <b>LONDON 2012: LESSONS IN MARKETING SUSTAINABILITY</b> Gareth Wyn; <i>Group Director, EDF 2012</i> Dan Pritchard; <i>Media Manager, EDF Energy</i>
	<b>Workshop 1 (Group 2)</b> <b>DEVELOPING CIRCULAR BUSINESS MODELS</b> Carole Bond; <i>Director, Carbon Data Resources</i> Richard O'Connell; <i>Director, Bandvulc Tyres</i>
15:00 - 15:40	<b>ONE PLAN – HELPING SPEEDY, ITS CUSTOMERS AND SUPPLIERS OPERATE MORE EFFECTIVELY, EFFICIENTLY AND SUSTAINABLY</b> Dan Walmsley; <i>Head of Brand Marketing, Speedy Asset Services</i>
15:40 - 16:40	<b>Plenary Session</b> <b>SMALL BUSINESS SUSTAINABILITY SUCCESSES</b> Mark Duddridge; <i>Chair, Business in the Community Devon and Cornwall Leadership Teams</i> Carole Bond; <i>Sustainability Ambassador, The Chartered Institute of Marketing</i> Emma Stratton; <i>Director, Red Hotels Ltd</i> Matt Hocking; <i>Director, Leap - design for change</i> Richard O'Connell; <i>Director, Bandvulc Tyres</i> Simon Craft-Stanley; <i>Marketing and Fundraising Manager, Dartington Hall</i>
16:40 - 16:55	<b>CONFERENCE CLOSING ADDRESS</b>
17:00	Delegates Depart

**Accommodation:** Delegates attending the conference will be entitled to a preferential rate for overnight accommodation on 5 November 2012 at Dartington Hall. £89.00 for a double en-suite (sole occupancy) or £99.00 for double occupancy. Please call the bookings line at Dartington Hall directly on +44 (0) 1803 847147 mentioning that you are attending the CIM conference on 6 November 2012. Limited availability.