



The Chartered
Institute of Marketing

**“The Power of Marketing”
Northern Conference**

Delegate Information

The Carriage Works, Leeds

Thursday 13 June 2013, 08:30 – 17:15

Conference Logistics

Conference Venue:	The Carriageworks, 3 Millennium Square, Leeds, LS2 3AD
Date:	Thursday 13 June 2013
Registration:	08:30 – 09:00
Conference times:	09:00 – 17:15
Event management contact:	Debbie Smith, Don't Panic Events debbie@dontpanicprojects.com 01706 828855

Introduction

Thank you for booking to attend The Chartered Institute of Marketing Northern Conference *The Power of Marketing*.

The Northern Conference, now in its third year, is being hosted by CIM Mid Yorkshire and will offer exceptional learning and networking opportunities. The programme features high profile keynote speakers and a choice of thought provoking and interactive workshop sessions.

The event is open to CIM members and non-members and will be of value to a wide range of delegates both agency and in-house from the public, private and not for profit sectors. This year's event will again explore the theme of "The Power of Marketing".

There are three sessions of workshops during the day; each session features a choice of four workshops. Delegates, therefore, select three workshops out of a possible twelve to attend during the day. Although the sessions will be geared to particular sectors, the learnings will be applicable to a variety of sectors, so we recommend that you read all of the descriptions carefully before choosing.

If you can no longer attend, please let us know by contacting Region and branch events on cimevents@cim.co.uk

Conference Programme

08:30 – 09:00	Registration and coffee
09:00 – 09:20	Welcome – Ed Ryder, Chair, CIM Mid Yorkshire Overview of latest news in Marketing
09:20 – 10:00	Keynote 1 – Professor Jeff French, CEO Strategic Social Marketing <i>Moving beyond easy, the power of marketing in the social sector</i>
10:00 – 11:30	Workshop Sessions 1 – delegates select one of the following: <i>B2B, Property and construction, Professional services, Sports marketing</i>
11:30 – 11:45	<i>Coffee break</i>
11:45 – 13:15	Workshop Sessions 2 – delegates select one of the following: <i>Career development, Branding, Technology, Sustainability and CSR</i>
13:15 – 14:00	Lunch
14:00 – 14:40	Keynote 2 – Ian Wood, Head of Marketing, Business and Commercial Banking, Natwest Bank <i>Thought leadership as the communication platform</i>
14:40 – 16:10	Workshop Sessions 3 – delegates select one of the following: <i>Social media, Technical and industrial, Inbound marketing, Charity</i>
16:10 – 16:20	<i>Coffee</i>
16:20 – 17:00	Keynote 3 – Chris Cotterill, Marketing Manager, Plusnet PLC <i>Empowering the people your prospects trust</i>
17:00 – 17:15	Conference Wrap and Close

All speakers are confirmed however we reserve the right to amend the programme in circumstances beyond our control.

Workshops

If you have not already chosen the workshops you would like to attend please send all choices to cimevents@cim.co.uk by **7 June 2013**. There is a choice of four workshops per session and there are three sessions throughout the day, each delegate must choose one workshop in each session to attend. A full description of each workshop can be downloaded from [here](#)

Refreshments

A complimentary lunch and refreshments will be served at the conference. If you have any specific dietary requirements then please e-mail debbie@dontpanicprojects.com by 10 June.

How to get to The Carriageworks

CIM's *The Power of Marketing* Northern Conference takes place at The Carriageworks, which is located in The Electric Press development (next to All Bar One and Revolution) on Millennium Square, just off Great George Street.

Address : The Electric Press, 3 Millennium Square, Leeds, LS2 3AD





Car Parking

There is no onsite parking for the public. Nearby parking includes:

St John's Shopping Centre

Located off Merrion Street on the Leeds City Loop the St John's Centre car park is an NCP facility open 24 hours. For more information and prices please visit [St John's centre](#)

The Light

The Light car park is open 24 hours and is located on Dudley Way, off Great George Street, on the Leeds City Loop. For more information and prices please visit [The Light](#)

By Train

Northern Rail runs approximately 4 trains within the hour from Manchester with the journey time taking approximately 55 mins. Transpennine Express runs approximately 3 trains within the hour from Newcastle with the journey time taking between an hour and a half to 2 hours, and East Coast runs trains every half hour from London Kings Cross to Leeds with the journey time taking approximately 2 and a half hours. The Carriageworks is only a 10 minute walk from the station, or a short taxi ride. Ring Leeds Rail Station on 08457114141 for up to date information about your train service or visit <http://www.wymetro.com/traintravel>

By Car

Join the M62 from the M60 and drive for approximately 28 miles. At junction 3 take the A653, which then merges onto Meadow Rd. Continue and follow onto Victoria Rd. Continue onto Neville St, and turn left onto Bishopgate St. Turn right onto Quebec St, and then right again onto King St. Continue onto E Parade, and then continue onto Calverley St. Finally, turn right onto Great George Street and the destination will be on the left.

By Taxi

A taxi rank is located outside the station entrance by the bus interchange. The Carriageworks is approximately 0.5 miles from the train station.

For further travel information and for walking directions from Leeds Train Station visit The Carriageworks website [here](#)

Further Information

We are looking forward to welcoming you to what we are sure will be a great event. If you have any queries at all please contact Debbie Smith on 01706 828855 or debbie@dontpanicprojects.com

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