

**Professor Malcolm McDonald Lecture: linking marketing strategy to shareholder value
- Rupert Smith memorial lecture – 22nd October**

Thank you for booking to attend this event, we hope you find it an enjoyable learning experience. This is a unique opportunity for you to gain world class insight and enhance your personal learning and development.

Event Venue:	Manchester Metropolitan University Business School All Saints Campus Oxford Road Manchester United Kingdom M15 6BH
Date:	22 October 2013
Times:	Registration from 18:00. Lecture starts at 18:30. Lecture finishes at 20:00. There will be a book signing by Professor McDonald, in the North Atrium area, after the lecture.
Map:	Please see attached.
Venue Information:	Input the postcode M15 6BH into your satellite navigation system to get to the All Saints campus Please click here , for more information about the venue and details of local parking in working distance of the building. The 'All Saints Campus John Dalton' car park is free from 17:00 for all visitors (visitors are allowed to use the staff only parking). Please refer to the attached pdf for the location of this car park in relation to the venue. There is limited on-road parking (not free until after 20:00) and although there are multi-story car parking facilities around All Saints Campus, spaces are limited and there are parking charges.
Contacts:	Prior to the event email or call +44 (0)1628 427340 On the day of the event call Debbie Smith on +44 (0)7595 893495.
PLEASE NOTE:	Please check the event details on our website on

the day of the event for the most up to date information.

Further details are attached, along with our top tips for networking. In the event you have booked on behalf of a colleague and provided your own contact details, please forward this e-mail to the relevant person. If you are unable to attend the event, please contact us on the details provided above.