KNOWING ME, KNOWING YOU

The role of research in shaping marketing strategy.

TECHNOLOGY MARKET INTEREST GROUP

This 'Lunch and Learn' event explores the pros and cons, application and value of three types of marketing research: Primary, Secondary and Proprietary.

As part of the marketing armoury, research can be a powerful weapon- but only if it's handled correctly. Whatever your view or experience of research, this event provides an opportunity to discover (or even re-discover) how to make research measurable, manageable and most importantly…valuable.

At this event you'll learn:

- The process and application of three different research methods
- Key considerations for selecting the most appropriate and effective method of research
- How to derive and optimise measurable value from research

This event blends presentations from practitioners with the opportunity to share experiences and gain advice in a separate, open session with all of the presenters.

Speakers include :
Nick Hague, *Chairman,* B2B International
Dawn Holmes, *Director,* Insight Magicians
Name, *title,* Harvard PR

Registration is from 11.30. The event starts at 12.00 and finishes at 14.00. A buffet lunch will be provided.

Register for this unique event

SUPPORTED BY

CIM Technology — The Chartered Institute of Marketing · wilsonmiller inspired technology marketing

brother · ORACLE | eloqua · horizon

SONY · SPIRENT Communications · FUJITSU · IBM

Adobe · Communicator Corp Delivery beyond expectation · hp · Expertek

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EVENT DETAILS

Date: Friday, 22nd November 2013

Time: 11:30 - 14.00

Location: BPP Business School, St James Building, 2nd Floor, 79 Oxford Street, Manchester M1 6FQ

Cost: £10 CIM Members, £20 Non-Members

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ABOUT TMIG

The Technology Market Interest Group is the first dedicated forum for best practice and professional development for those tasked with the marketing of technology services or products.

The TMIG aims to set the agenda and become the essential forum for insight, expertise and professional development.

Join us as a member, thought-leading speaker or contributor today.

Watch delegates and speakers give their thoughts and feedback on the last Technology Market Interest Group event 'Sales vs. Marketing'.