

What's new in marketing this year

How alternative finance provides customer satisfaction and repeat business

Wednesday 29 January 2014

New Year reception and lecture
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Kick start your New Year with quintessential marketing knowhow into financial services market over the next year. This year's New Year 'What's new in Marketing' reception draws on experts' insights to combine a delicate yet intentional blend of market penetration, new entrants, barriers to entry, recent new start-ups and resurrection of products from old to new, so as to cultivate a nuance of instant gratification, superior customer satisfaction and repeat business, digital learning to enhance buying behaviours, local vs. online trend reversals.

Our first speaker is Fiona Brownsell, founder and CEO of Tusmor. Tusmor fast tracks banking start-ups into delivering real value to their customers and to the economy as a whole. Her experience is unique in having delivered two start-up retail banks and a credit union into the UK. Previously Fiona worked as the programme director for Metro Bank, Ivobank, First Data and Vice president at American Express. Fiona speaks on the market trends for Payday Lenders, and their customers appetite for online and hidden charges; the future of crowd funding and its instant gratification; new entrants into the market and the resurrection of products that create real value and real relationships; existing models and belief systems with illustrated examples such as the Co-operative vs. building societies; profile recent start-ups such as the Metro Bank and their market position on in-store card issues, instant account opening and how instant gratification leads to customer satisfaction and repeat business.

Our second speaker is Amanda Gosling, partner, from IBM's S&T Digital Front Office Centre of Competence. Amanda has extensive experience in leading customer driven business transformations and specialises in Financial Services. Prior to joining IBM Amanda was the global managing director at OgilvyOne where she led 35 country teams moving the organisation from campaign led marketing to sense and respond 'always on' marketing. Amanda has worked extensively within financial services with American Express, Merrill Lynch, Bank of America, Citicards and JP Morgan Chase. Amanda unveils five predictions about technology innovations that will change our lives within the next five years, and in particular the idea that everything will learn – driven by a new era of cognitive systems where machines will learn, reason and engage with us in a more natural and personalised way. She explores the trend to reverse online sales back to buying local, digital on-line guardians which affects the way consumers spend money.

The reception will be held at the Grange St Paul's rooftop conservatory and bar. The registration and drinks will commence at 18:00. This event includes drinks and a delicious four course bowl food reception, red and white wine, tea and coffee and is expected to finish at 23:00. Please fill in the form below to register.

Date: Wednesday 29 January 2014 **Time:** 18.00 **CPD:** 2 hours
Venue: Rooftop, Grange St Pauls, 10 Godliman Street, London EC4V 5AJ
Cost (incl. VAT): CIM/FSG Group members - £35.00; non-members - £40.00; studying members - £30.00.
Apply to: send the completed form (below) with your payment to **Dawn Wills, Secretary of the CIM Finance Group, c/o 20 Mardley Avenue, Welwyn, Hertfordshire, AL6 0UD or 01438 840040.**

Please reserve me [] places at the 'What's new in marketing 2014':

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