



Cymru/Wales

03 April 2014 Cardiff

## Are you measuring the right thing?

Marketers are criticised for failing to measure the results of their activities and yet in this digital age we appear to be overwhelmed with metrics. Why should we measure, what should we measure and how? These are the key questions for marketers today and will be answered by our expert speakers.

This conference is for all those looking to develop their skills and improve their marketing performance. Don't miss out on this fantastic opportunity. Network with fellow delegates and speakers – share your experiences and examples of industry best-practice.

Only £35.00 inc. VAT, includes tea/coffee and Danish pastry on arrival, mid-morning tea/coffee and biscuit.

Venue: Victor Salvi Room, [Wales Millennium Centre](#), Bute Place, Cardiff Bay, CF10 5AL

Book online at [www.cim.co.uk/61276](http://www.cim.co.uk/61276) or phone 01628 427340.

09.00 – 09.25	Registration, tea/coffee and danish pastries	
09.25 – 09.30	Welcome	
09.30 – 10.00	Data and customer insights	Alison Saunders, Head of User Insight, ONS
10.00 – 10.30	Sharing data – creating insight	Adrian Lawes, Director, Consumerdata
10.30 – 10.45	Comfort break, tea/coffee and biscuits	
10.45 – 11.15	Measurement and Evaluation in PR and Social Media	Kate Sullivan, Associate Director and Helen Newton, Account Director at Equinox Communications
11.15 – 11.45	Measuring effectiveness of multi-channel strategies through Attribution modelling	Sameer Rahman Head of Planning and Propositions GoCompare.com
11.45 – 12.00	Econometrics modelling to measure cross-channel effects of offline and online media	Sameer Rahman
12.00 – 12.30	Q&A	



**Data and customer insights**  
**Alison Saunders, Head of User Insight at the Office for National Statistics**

Alison is developing the organisation's online presence through maximising user testing, web analytics and search engine optimisation to create a central focus for the voice of the customer at every stage of development. She has spent over twenty years in marketing and account management and has seen some very radical and exciting changes in the way public sector organisations service their customers as they move towards a 'marketing concept'. Alison is a Chartered Marketer and a member of the CIM Wales Board.

**Sharing data – creating insight**  
**Adrian Lawes, Consumerdata**

Adrian began in market research testing washing powder and cigarettes in a bygone age when door-to-door testing was still allowed. Since then he has worked in publishing, customer satisfaction measurement and journalism. He now is part owner of a specialist travel and tourism customer measurement house and a publisher of online e-zines in travel related subjects



**Measurement and Evaluation in PR and Social Media**  
**Kate Sullivan MCIPR and Helen Newton MCIPR, Equinox Communications**

Kate Sullivan, associate director and Helen Newton, account director at Equinox Communications will give an insider's guide on how PR and social campaigns should be measured to help marketers understand their PR agencies' reports or evaluate their own campaigns.



They will discuss what acronyms like AVE mean, and why has it come under fire by the CIPR? How can social media activity be measured within a limited budget? What is the best way of evaluating success in PR?



They also discuss their double award-winning campaign, 'Dare To Discover' for Bridgend Country Borough Council, which won 'Best Use of Planning, Measurement and Evaluation' and 'Best Use of Social Media' at the CIPR PRide Cymru Awards 2013/14.

## Measuring effectiveness of multi-channel strategies through Attribution modelling

## Econometrics modelling to measure cross-channel effects of offline and online media

**Sameer Rahman, Head of Planning and Propositions  
GoCompare.com**



Sameer's perceived value is as a statistician who knows about marketing but his real value is as a marketer who knows about statistics. He has 10+ years of experience of creating and supervising the development of predictive and propensity models, segmentation and profiling, attribution and econometrics models and prospect targeting. He has worked for both big financial services brands such as Lloyds TSB and HBOS and also smaller but successful Welsh entrepreneurial companies like BAYV and Gocompare.com. His educational qualifications include a Computer Science Engineering degree and a MBA from University of Wales. He has also completed the CIM Post graduate diploma, Diploma in Web Analytics (CIM), Certificate in Digital Marketing (IDM) and Award in Data management (IDM). Sameer is a Chartered Marketer and a member of the CIM Wales Board.

During his session, he will cover these topics:

### Attribution Modelling

- What is Attribution modelling?
- Types of Attribution models
- Attribution modelling in practice: Tools to help apply Attribution models
- Outcomes and outputs from Attribution models
- Benefits of applying Attribution models in improving advertising effectiveness

### Econometrics Modelling

- Made to measure: Econometrics modelling explained
- Measuring the offline-online effect
- Getting a full picture of marketing Return on investment
- Developing models: Statistician or a Marketer's job

### Contact details or for more information:

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