

Make your Marketing Worth it – how to increase sales

Agenda

3.00	Registration Opens Please join us for tea, coffee and informal networking
3.30	Welcome and Housekeeping Caroline Easton, CIM Hampshire and Isle of Wight Kara Stanford, CIM Hampshire and Isle of Wight
3.45	CIM's 'Ten Commandments for Social Media' Steve Woolley, External Affairs Manager, Chartered Institute of Marketing The cost to business of not keeping your social media honest, legal and effective is often overlooked. Referencing recent research conducted by CIM, in conjunction with YouGov and Bloomberg, Steve will share CIM's 'Ten Commandments for Social Media' as well as explaining the role that CIM plays in helping businesses succeed.
4.15	Using digital to react to the modern customer Philip J. Deacon, Group Marketing Manager, Ridgeway Through real examples, discover Philip's top tips as he proves again and again that digital tools can successfully be used as part of the marketing mix and lead to sales.
4.45	Refreshment break - sponsored by Fruitful Events and FARM Digital Opportunity for informal networking
5.15	How to stop your business leaking profit Bryony Thomas, Author & Founder, Watertight Marketing In this interactive session, Bryony will walk you through creating a traffic light report against the Thirteen Touchpoint Leaks™. You will leave with a priority action plan for fixing profit leaks in your marketing set-up.
6.15	Thanks and Close Caroline Easton, CIM Hampshire and Isle of Wight Kara Stanford, CIM Hampshire and Isle of Wight
6.30 onwards	Networking and Drinks - sponsored by FARM Digital and Fruitful Events