

Make your marketing worth it

**How to take your companies marketing to the next level
CIM Hampshire and Isle of Wight event, 16 October 2104**

Speakers:

Bryony Thomas

Is your business leaking profit?

When the award-winning author of Watertight Marketing, Bryony Thomas, put a session together for a recent CIM Small Business Conference, local network manager Philip Preston described it as having “amazing clarity that borders on the genius.”

We wanted Hampshire and the Isle of Wight’s businesses to benefit from her approach and knowledge and so have asked her to be the key note speaker at our “Make your marketing worth it” event on the 16 October.

In an 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 in your hands.

Over 1000 businesses in the UK have already used this powerful technique to step up their marketing, and their profits. You will see how a just a little tweak against each of these leaks could double your profits.

You will leave this session with:

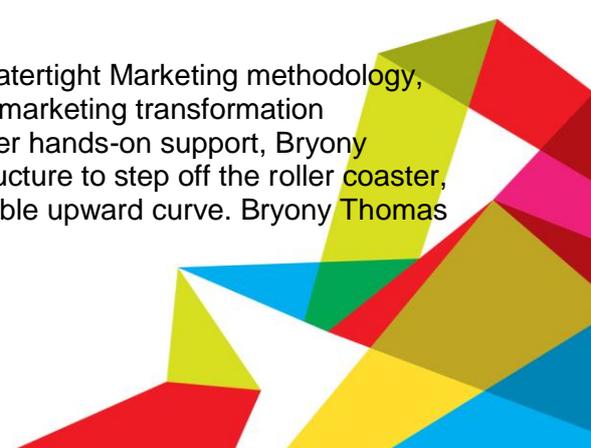
- A traffic light report on where your business is leaking profit.
- A clear action plan for fixing them.
- The order in which to address them for best effect, and fastest payback.
- A copy of Bryony’s book, Watertight Marketing.

About Bryony Thomas

Bryony Thomas is a captivating marketing speaker, and best-selling author of Watertight Marketing (Panoma Press, £14.99). Billed by Start Your Business Magazine as “a must for small businesses.” and Winner of a National Indie Excellence Book Award in 2014. It was described by one MD as “the entrepreneur’s essential marketing manual”. By another, as the “best business book I’ve ever read.”

This 5-star business book brings together Bryony’s extensive experience and many hats. First, as a marketing agency bod, working on clients like Microsoft and Dell. As client-side director of marketing for ClarityBlue; a 200-person business that sold for £85m. Then, as director of marketing in the integrated marketing division of FTSE 100 company, Experian.

In 2008, Bryony started the journey towards what is today the Watertight Marketing methodology, working with ambitious growing businesses delivering 12-month marketing transformation programmes. Through her book, her speaking, her events and her hands-on support, Bryony Thomas now gives small business owners the clarity and the structure to step off the roller coaster, in order to get their marketing to put their business on a sustainable upward curve. Bryony Thomas is The Watertight Marketer.



Steve Woolley

Steve is External Affairs Manager at The Chartered Institute of Marketing and a passionate advocate for CIM's unique role in developing the profession to benefit the economy and society. His role is focused on looking outwards and making links to add value.

Steve is also an experienced and committed former Whitehall strategist/policy maker and legislative project manager. His focus in the Civil Service was leading teams working with ministers and others to make a real difference through delivering complex legislative and strategic projects where engaging stakeholders was key to success. Creative thinking and effective communication were also high on the list of skills Steve brought to his roles in departments such as The Department of Communities and Local Government, Health and Safety Executive, and the Cabinet Office.

Before joining CIM, Steve ran his own business providing strategic advice to Local authorities and developers on the Community Infrastructure Levy, a new development tax he led the design of while in the Civil Service.

Philip Deacon, Ridgeway

Philip joined Ridgeway in 2007, when the motor dealership didn't even have a website. Seven years later, he is winning accolades for the Best Digital Marketer.

From being the first person in the UK to sell a car completely using Twitter to his innovative "Workshop Window", where clients get sent a video of their car being serviced, Philip has proven again and again that digital tools can successfully be used as part of the marketing mix and lead to sales.

Today he is going to give us a taster of how he has done this and his top tips for using digital marketing technology to make your marketing deliver results.

@ridgewaygroup