



CIM

The Chartered
Institute of Marketing

Digital in a day – 16 February 2016

Thank you for booking onto our upcoming event, we look forward to seeing you there. Details for the day are listed below.

- Event Venue:** The Riverside Room B
National Glass Centre
Liberty Way
Sunderland
United Kingdom
SR6 0GL
- Date:** Tuesday 16th February 2016
- Times:** Registration from 09:00. Event starts at 09:30 and finishes at 17:00
- Speaker:** Rene Power
- Directions:** Please click [here](#) for directions and contact details for the venue.
- Parking information:** There is free parking available on site.
- Please note:** The speaker has changed for this event as, due to unforeseen circumstances, Alan Charlesworth is now not available. René Power is an excellent speaker with twenty years' experience in b2b marketing. He contributes to Dave Chaffey's Smart Insights website and is the author of **7 Steps to Brilliant B2B Digital Marketing guide** - about to publish its 3rd Edition for 2016. His specialism is focusing on demystifying digital marketing, social media and content marketing, so we are sure he will be a good stand in for Alan. A Chartered Marketer, René has spoken widely for The CIM in recent months delivering digital marketing, blogging for business, content marketing and social media ROI events in Sheffield, Manchester and Hull since October alone.

For up-to-date information, please click [here](#).

This event has been allocated 6 hours of CPD which will contribute towards the annual target of 35 hours. Completing the CPD year will ensure that you receive formal recognition of your on-going development as well as enabling you to work towards achieving or maintaining Chartered Marketer status. For further information on the Chartered CPD Programme call +44 (0)1628 427273 or [e-mail](#) the team

In the event that you have booked on behalf of a colleague and provided your own contact details, please forward this e-mail onto the relevant person. **If for any reason you cannot attend, please [contact us](#) at your earliest convenience.**

If you are a non-member and would like to receive event e-mail promotion, Please reply to this e-mail with '**Please sign me up for event e-mail promotion**' in the subject line.

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