



CIM

The Chartered
Institute of Marketing

Introduction to marketing planning – 20 May 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:** Carlisle Business Interaction Centre
4-5 Paternoster Row
Carlisle
Cumbria
CA3 8TT
- Date:** Friday 20 May 2016
- Times:** Registration is from 09:30; event starts 10:00 finishing at 16:00
- Directions and parking:** Please click [here](#) to view the map on google. Please note there is no on-site parking, the nearest pay & display parking is Towndyke Orchard carpark below the West Walls and is accessed via Backhouses Walk. Please note there are several sets of steps alongside the carpark. Cost of parking is £10 for a day ticket, please use the following postcode for satnav purposes CA3 8AU. For additional parking options please click the link for [Parkopedia](#).
- Networking tips:** Many of our delegates are already seasoned networkers, so if this is you then please ignore the attached networking tips. However, should you need some help in becoming an effective networker the attached tips might be of use.
- Latest information:** For the most up-to-date information, please click [here](#) to view the event on our website.

This event is eligible for CPD and can be used within your annual CPD submission, for which the duration has been estimated as 4.5 hours. Completing your CPD on an annual basis ensures you receive formal recognition for your ongoing development, as well as allowing you to achieve and maintain Chartered Marketer status. For more details call +44 (0)1628 427120 or visit our [website](#).

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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