

The Chartered Institute of Marketing and De Montfort University Innovation Centre

Present

Marketing – The power behind business growth!

A one day seminar with workshops, case studies and academic insights into the need for excellent marketing skills when driving business growth.

The day is intended to give small business owners, and budding entrepreneurs, an understanding of the inherent marketing skills that are essential in any successful business venture.

AGENDA:

9.30 Arrival and registration

9.45 Welcome and introduction. - Simon Baines. Manager, DMU Innovation Centre

10.00 Workshop:

Managing a Digital Marketing Campaign. – Hayley Walton. Principal, Customer Plus

12.30 Break for Lunch – Tours of the Innovation Centre by Simon Baines and his staff

1.40 Marketing, - The Unseen Forces – Richard Allsop. Partner, Strategic Business Ptrs.

2.00 Case Study 1 – Peter Gardner. Director, Cocoa Amour

2.20 Case study 2 – Pritesh Vegad. Director, Diamond Boutique

2.40 Case Study 3 – John Coster. Serial Social Entrepreneur

3.00 Break

3.15 Keynote talk – Prof. Johnathan Deacon, Prof. of Marketing, University of South Wales, and Director of the University's Centre for Research in Entrepreneurship and Marketing, will explore the role marketing plays in successful entrepreneurship, using research and practical examples to illustrate his findings.

4.15 Q&A (speakers panel)

4.30 Finish.