



The Chartered
Institute of Marketing

Get into marketing

8 February 2017

Programme

18:00

Registration, refreshments and networking

18:30

Welcome by Joe McGrath, Marketing programme leader at Liverpool John Moores University

18:35

CIM qualifications: Diane Cotton, CIM tutor at Warrington Collegiate and Oxford College of Marketing

18:50

Careers in marketing: Colin Telford, Marketing recruiter at The Candidate

19:05

Life of a marketer: Lessons learnt by Peter McPartland, Tendering Manager at Weightmans, MCIM Chartered Marketer and alumni of John Moores University

19:20

How CIM can help: Diane Earles, MCIM Chartered Marketer and Network Manager at CIM

19:35

My marketing career: Panel Q&A and discussion

20:00

Finish