



CIM

The Chartered  
Institute of Marketing

## Northern Conference 2017

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

**Event Venue:** Mercure Hull Royal Hotel  
170 Ferensway  
Hull  
HU1 3UF

**Date:** Thursday 11 May 2017

**Times:** Registration 08:30 with tea/coffee refreshments; events starts 09:30 and finishes 16:30

**Event information:** Please find attached the programme agenda.

Tea/coffee refreshments and lunch with vegetarian options will be provided.

There will be three break-out sessions during the course of the day, consisting of three workshops in each session catering for all marketing skills and knowledge. Please select one workshop from each session and [contact us](#) with your choices if you've not already done so.

**Workshop choices:** 11:00 Session 1

Explore – Can place brand 'make or break' business with Peter Andrews  
Evolve – Opportunities for Northern Powerhouse in a Brexit Britain with Nick Breton  
Excel – Applying perceptions of brand Brexit with Richard Bryan

13:00 Session 2

Explore – Using integrating communication to boost marketing credibility with Andy Sherratt  
Evolve – Driving competitive advantage to win new markets post Brexit with Louisa Moger  
Excel – Business transformation with Adele Ghantous

14:15 Session 3

Explore – The secret of making money with Cliff Burgin  
Evolve – The evolving role of marketing with Ian Dowd  
Excel – How to excel at data-driven marketing with Duncan Smith

**Directions and parking:**

Please click [here](#) to view the venue location on Google maps.

There is free parking on-site for conference and hotel delegates.

Please do not put any money into the pay & display machine, please report to the hotel reception who will take your registration number.

**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 join our twitter feed at [@CIMinfo North](#) and click [here](#) to view the event on our website.

[Mercure Hull Royal Hotel](#) are offering a special delegate B&B rate of £75 per room for those who wish to stay at the hotel prior to the conference. Rooms are subject to availability and are offered on a first-come basis. To book, please call the hotel on 01482 325087.

This event is eligible for CPD and can be used within your annual CPD submission, for which the duration has been estimated as 6 hours within the Professional Marketing Standards category of Insights. 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.

**Network Support Team**

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