



CIM

The Chartered
Institute of Marketing

The future of marketing practice

- 9.30 – 10.00 Registration and networking
- 10.00 – 11.00 Marketing Practice: What can we learn from other professions?
Professor Nic Beach (Chair of British Academy of Management) and Professor Katy Mason BAM vice-chair
- 11.00 – 11.30 Coffee
- 11.30 – 13.00 Innovative practice: New insights
Includes:
Seeing the customer differently: combining behavioural economics, neuroscience and the customers journey (Neil Davidson, Managing Partner, Hey Human)
Reframing categories through branding (Susan Vidler, Head of Research, Harris Interactive)
- 13.00 – 14.00 Lunch
- 14.00 – 15.15 Workshops: Sharing Marketing best practice
Improving marketing's internal influence (Dr Keith Glanfield)
Tools and models, secret weapon or self-indulgence (Dr Gary Burke)
Networks, the role and value of agencies (Dr Carola Wolfe)
- 15.15 – 15.45 Coffee
- 15.45 – 16.45 The future of marketing practice
Keynote address: Chris Daly, Chief Executive, The Chartered Institute of Marketing
Panel discussion and plenary (chaired by Dr Keith Glanfield)