



CIM

The Chartered
Institute of Marketing

Google Analytics masterclass – 23 May 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: University of Brighton
Room 221 Mithras House
Lewes Road
Brighton
East Sussex
BN2 4AT

Date: Tuesday 23 May 2017

Times: Registration from 09:00; events starts 09:30 and finishes at 13:00

Directions and parking: Please click [here](#) to view the map.

There is no parking on campus, however there is free unrestricted parking at the back of the building and on Lewes Road, Dewe Road and Natal Road, please see the attached campus map for further detail. If travelling by train Moulsecoomb train station is an eight minute walk from the campus.

For additional parking options please click the link for [Parkopedia](#).

Latest information: **Please note – due to unforeseen circumstances Daniel Rowles is unavailable to deliver the workshop, so Ciaran Rogers will be hosting and presenting the session.**

Ciaran is an experienced Digital Strategist with over 18 years digital marketing and analytics experience. He co-hosts The Digital Marketing Podcast which he founded with Daniel Rowles seven years ago. He has worked with and trained a large number of retail and beauty brands including FatFace, Liz Earle, Elemis and REN and lectured for Middlesex University on their digital marketing MA programme.

Networking tips **Delegates are advised to bring an iPad/tablet device or laptop to the session. If you already have a Google Analytics account please bring with you your username and password to access your account during the session.** For the most up-to-date information, please join our twitter feed at [@CIMinfo_SE](#) and click [here](#) to view the event on our website.

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.

This event is eligible for CPD and can be used within your annual CPD submission, for which the duration has been estimated as 3.5 hours within the Professional Marketing Standards category of Digital integration. 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

CIM | The Chartered Institute of Marketing

D: +44 (0)1628 427340

E: cim.events@cim.co.uk

W: cim.co.uk