



CIM

The Chartered
Institute of Marketing

[Introduction to Google Analytics](#)

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

Event Venue:

Room F004 South Site
Basingstoke College of Technology
Worthing Road
Basingstoke
Hampshire
RG21 8TN

Date:

Wednesday 25 October 2017

Times:

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

Important Information:

Please ensure you have login details to a live and active Google Analytics account in advance of this session.

You will also need to ensure you have the ability to authorise access to this account on a different PC - if in doubt please check you have access to the email address and mobile number connected to the account.

Directions and parking:

Please click [here](#) to view the map.

If you're arriving by car please [contact us](#) to provide your car registration details if you haven't already done so. Your car registration will be shared with Basingstoke College of Technology to ensure you have a parking space allocated.

When you arrive at the venue please park in the North Site carpark and then make your way to the main reception of the South Site building. At reception you'll be asked to sign in and enter your car registration details into an iPad so your parking can be activated. Please then make your way to the café where you'll find the CIM registration desk along with tea/coffee refreshments and breakfast pastries.

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_SE](#) and click [here](#) to view the event on our website.

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

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