

After tomorrow  
**Spotlight on the  
future challenges  
in tourism marketing**

**Join the event**

Thursday 19 October 2017 | 17:30 | Cornwall

CIM in association with CCB, part of the Cornwall College Group, welcomes marketers within the tourism and leisure sectors to an evening of insight and discussion at Dunheved House, Dunheved Road, Launceston PL15 9FB, courtesy of CCB.

## **PROGRAMME**

17.30 – 18.00

### **Registration, refreshments and networking**

18.00 – 18.05

### **Welcome by**

Maureen Wincott, CIM Network Manager and our compere for the evening,  
Susan Smith, Cornwall College marketing tutor and agency owner.

18.05 – 18.30

### **Launching a new £19m industrial heritage museum**

Adam Jones, Marketing Manager for Aerospace Bristol, Tourism Ambassador CIM South West.

Adam will recount his marketing experiences of 2017, as he has devised and implemented a marketing strategy and brand identity for Aerospace Bristol. A new £19million industrial heritage museum that boasts the last Concorde ever to fly, as its stunning center piece.

18.30 – 18.35

### **GDPR – where are we now?**

Maureen Wincott, CIM Network Manager.

Businesses that process personal data have just eight months to ensure that their data storage and future use of data is compliant. Maureen will identify and review various resources to help marketers prepare for the General Data Protection Regulation (GDPR).

18.35 – 19.00

### **GDPR – where should we start? A case study with Hall For Cornwall**

Charlotte Somers, Head of Marketing and Communications, Hall For Cornwall.

Charlotte will explain how Hall For Cornwall has started preparing for GDPR; the challenges they have met along the way; and how meeting GDPR guidelines will

impact on their database marketing and customer demographic profiling in the future.

19.00 – 19.30

**Digital trends, today and tomorrow**

Alastair Banks, Director Optix Solutions.

Alastair will highlight the current digital marketing hot topics and what we should be keeping an eye on for tomorrow too. His talk will include actionable tips on how you should implement these into your businesses, including thoughts on Live Video, Content Marketing, Social Advertising and Influencer Marketing.

19.30-20.00

**Audience and panel discussion**

An opportunity to highlight the marketing challenges facing your business and put any questions to our speakers and invited guests. This session is intended as both an audience and panel discussion chaired by Susan Smith, Cornwall College marketing tutor and agency owner.

**SPEAKER and PANELLISTS BIOGRAPHIES**

**Maureen Wincott, Network Manager, CIM South West**

Maureen has her roots in the South West, studying at Plymouth University for an MA in Marketing, before starting her career at Yeovil based, Haynes Publishing. She then lectured in Marketing for over 13 years at both Yeovil College and Bournemouth University, during which time she was also a member of CIM South West Regional board for three years.

Maureen joined CIM in February 2015 as a Network Manager in education, before taking on the South West network manager's role in June 2016. Maureen has a passion for developing and inspiring tomorrow's marketing community.

**Suzie Smith, Cornwall College marketing tutor and agency owner**

At Cornwall College, Suzie oversees the marketing courses, from professional qualifications, to apprenticeships, short courses and workshops. She is a qualified teacher and holds a PGCE.

An award-winning PR specialist, Suzie has been working as a marketer for more than a decade. She is the co-owner/director of Piece of Cake Communications, which is a full-service agency, with a focus on digital communications and public relations. The agency is based in Cornwall, but has clients nationwide - and there's even a couple in Europe. Suzie's background is as a journalist, working at all levels from reporter to editor in newspapers, magazines and on radio. She moved into PR and then marketing, latterly becoming a trainer, which led to her role with the college.

**Adam Jones, Marketing Manager for Aerospace Bristol**

Adam is Marketing Manager for Aerospace Bristol, a new £19m industrial heritage museum. Adam has a keen interest in all aspects of tourism marketing

and a particular enthusiasm for educational visitor attractions and STEM learning. He originally trained as an engineer, graduating with a BEng in Mechanical Engineering from the University of Bristol, and began his career in tourism marketing at the At-Bristol science centre. He also holds an MA in Journalism from the University of the West of England, a CIM Professional Diploma in Marketing, and is currently working towards Chartered Marketer status.

As CIM's South West Tourism Ambassador, Adam is keen to share information and advice and build networks that will help to strengthen marketing across the South West: supporting tourism marketers in their careers, promoting the role of marketing within tourist organisations, and championing the fantastic visitor experiences our region has to offer.

**Charlotte Somers, Head of Marketing and Communications, Hall For Cornwall**

Charlotte is responsible for overseeing and implementing the overall strategic marcomms direction of Hall for Cornwall and its associated commercial enterprises. Prior to this Charlotte was Head of Marketing and PR at St Aubyn's Estates devising and implementing the overall strategic marketing direction for businesses within the St Aubyn Estates business portfolio including the iconic visitor attraction St Michael's Mount, the Godolphin Arms and St Aubyn Estates Holidays.

Charlotte holds a BA with double honours from The University of Manchester and is a CIM member.

**Alastair Banks, Director Opix Solutions**

[Alastair](#) co-founded his digital agency, Opix Solutions, at the age of 19, straight out of university in Exeter. His business is now celebrating its 18th year and has grown to just shy of 20 staff. It is recognised as one of the leading digital agencies in the South West region and is focused on helping its clients with the creation and rolling out of their digital strategies.

Alastair is a Smart Insights contributor and speaks all over Europe on the topic of Digital Marketing. He guest lectures each year on Exeter University and London Business School's MBA programs. Alastair has an interest in a number of other businesses either in an executive or non-executive capacity, a born and bred entrepreneur.