



The Chartered  
Institute of Marketing **North West, North East & Yorkshire**

# **northern power of marketing conference**

**The Studio, The Hive, Manchester  
Tuesday 22 May 2012**

# The Chartered Institute of Marketing Northern Conference 2012 - The Power of Marketing

The Studio, The Hive, 51 Lever Street, Manchester, M1 1FN

Tuesday 22 May 09:00–16:45 (registration and coffee from 08:00)

Early booking price £99.00 + VAT CIM members / £199.00 + VAT non-members if booked before 11 May 2012.  
Standard price £150.00 + VAT CIM members / £250.00 + VAT non-members thereafter.  
(Non-member prices include a six month affiliate CIM membership)

## Bookings

Prices include lunch and refreshments. We expect a strong interest in this event and delegates are advised to book as soon as possible.

[Please book online for this event](#)

If you cannot do so please call The Chartered Institute of Marketing on +44 (0)1628 427340.

## With thanks to our sponsors –

Headline Sponsors



Event Sponsor

**OXFORD**  

---

**COLLEGE OF MARKETING**

---

## About the Conference

The Chartered Institute of Marketing's Northern Conference 2012, now in its second year, is being hosted by the North West regional group and will offer exceptional learning and networking opportunities. The programme features high profile keynote speakers and a choice of thought provoking and interactive workshop sessions.

The event is open to both CIM members and non-members and will be of value to a wide range of delegates both agency and in-house from the public, private and not for profit sectors. This year's event will explore the theme of 'The Power of Marketing'

Last years event was a huge success attracting over 100 delegates including senior marketers from across the North who benefited from a day of critical learning, inspirational speakers and networking with their peers.

## Keynote Speakers

### **Catherine Howard, Head of Private Sector Marketing, Fujitsu.**

Catherine helps Fujitsu and Private Sector organisations engage more effectively by ensuring the marketing team delivers effective, high impact and integrated campaigns.

Catherine has 9 years' experience in both business and marketing related roles, in areas including Account Management, Brand & Communications and B2B Client Marketing across a range of industry sectors. A key achievement in her career to date has been to win the Diamond ITSMA Excellence Award in 2011 for 'Enabling Sales Channels', as a result of bringing £300m new opportunities into the sales pipeline. Catherine has also had a number of articles published in Marketing, particularly around Account Based Marketing.

Catherine's degree is a BA (Hons) in Geography & Management from the University of Leeds. She is a Chartered Marketer and received an award for her grade in the CIM Diploma. In her spare time she likes to spend time with friends and family, travel and organise events for charity.

### **Professor Michael J Baker - Marketing – A power for good?**

Michael Baker is Emeritus Professor of Marketing at the University of Strathclyde where he founded the Department of Marketing in 1971. A Chartered Marketer and Past National chairman of The Chartered Institute of Marketing, Michael is an elected Trustee and Chair of the Research and Information Advisory Group.

### **Professor Roy Sandbach, Research Fellow, Proctor & Gamble**

Professor Roy Sandbach, B.Sc., Ph.D. is Research Fellow with the Procter & Gamble Company (P&G). He has worked in research and development (R&D) in P&G for 27 years, with nearly 20 years in Frankfurt, Rome and Brussels. His career has spanned not only the global range of P&G product categories but also the breadth of R&D work from upstream new product development and prototyping to in-market execution of major initiatives and major competitive activities.

He has current interests in the holistic development of new products, going beyond standard technology application to design and sensory consumer response. In addition, he is heavily involved in new P&G product development strategy in the developing world. He has patents on several new-to-the-world products. One of these, introduced by P&G in the US in 2005, is now approaching a \$100MM business.

Roy is visiting Professor of Industrial Design at Central St. Martins College of Art and Design in London. He is the only working scientist with a professorship at a leading UK Art and Design College.

---

## Workshops

There are three sessions, each containing a choice of four workshops, during the day. Delegates should select one workshop from each of the three sessions. Although the sessions will be geared to particular sectors the learning outcome will be applicable to a variety of sectors so we recommend that you read all of the descriptions carefully before choosing from the following:

## Financial services

**Viva la Evolution – Harnessing the opportunity for Financial Services Marketers - Steve Revill, Partner, Positive Momentum Ltd and CIM Course Director.**

There's never been a more challenging yet exciting time to work in Financial Services marketing. Trust in the sector is at rock bottom, new entrants are shaking up the competitive landscape and technology is fundamentally shifting the way that customers expect to engage with service providers.

So the opportunity for financial services brands (and the teams of marketers that manage them) to evolve and rise to these challenges has never been greater.

By the end of this challenging, interactive and highly practical workshop, delegates will be able to

- Evaluate the impact of current market and societal trends and understand the implications for their marketing strategy.
- Explore examples of best practice from across the financial services sector and take away practical, useable insights for adaptation within their own team.
- Develop a personalised 'evolution action plan' for implementation upon their return to the day job.

Steve has a career spanning 20 years in the IT, Financial Services and Professional Services sectors. He has over 14 years' experience within the Financial Services sector, beginning his career as a general management trainee at Yorkshire Bank before specialising in various post-graduate B2B marketing roles at Barclays and RBS, including Head of Strategic Marketing at RBS Invoice Finance.

He is a Chartered Marketer, a Fellow of The Chartered Institute of Marketing and was recently accredited as a Course Director with the CIM's Learning & Development expert delivery team. Steve also undertakes consultancy assignments for a range of clients through his work as a partner with Positive Momentum Ltd, where his clients benefit from his deep marketing, client service and business development experience combined with a passion for lifelong personal development.

## Marketing the professions – Is it good for your career

**David Criddle, Chairman, Eudaimon Holdings.**

The marketing of any services firm presents particular challenges for a marketer.

Issues such as the lack of a physical product, the challenges of managing the cost base and product consistency of a 'people delivery system' are just two of the marketing discipline type challenges which marketers face.

In many services firms there are other challenges however, they are much more personal and they are particularly acute in professional services firms.

Recent highly focused research, launched **exclusively** in this workshop, highlights some of the key questions marketers face in working within an expert professional services firm.

Questions such as:

- How is 'marketing' viewed in this firm – just publicity? Can I change that?
- Do only fee earners get respect around here?
- How can I engage the senior people in focusing what being a genuinely 21 century professional services firm entails?
- Is it sensible to try to build my career in this environment? What strategies should I employ?
- What help and support is available to me?

In this highly interactive session, delegates will have the opportunity to:

- Obtain key insights from this new research.
- Engage with highly relevant and interactive case studies.

- Develop personal success strategies to answer some of the key questions.
- Contribute to, and be credited in, the published findings.

David Criddle is a Chairman of Eudaimon Holdings and director of a number of other companies. He is an experienced director, entrepreneur, consultant and mentor with a reputation for delivering creative and strategic business solutions. Over the last 25 years he has built a series of successful businesses whilst enjoying a highly successful career as a consultant to many major UK and international businesses.

David actually started his career in marketing in financial services, and has advised many financial and professional services firms on marketing and development strategies. He is currently very involved in the final stages of a research project on 'next generation' leadership in financial and professional services, and in launching Eudaimon 10 - a new business focused on next generation leadership.

One of the first UK directors to be awarded Chartered Director status by the Institute of Directors (IoD), David is also passionate about the business and wider communities he serves and gives around 20% of his time to these commitments. David's recent voluntary activities include roles as Chair of the Institute of Directors Chartered Director Forum for Yorkshire and Humber, member of the Regional Committee for the IoD and Vice Chair of The Yorkshire Society. David is also a Fellow of the Royal Society of Arts.

## Tendering

**Jim Williams, Managing Director from Tender Management Consultancy Ltd, will be speaking on how to win tenders across 15 sectors in the current climate.**

Jim will be sharing his knowledge of how to win tenders using the five key stages below.

1. Reviewing: research, the specification, risk and reward and decision to bid.
2. Capturing: developing your archive of credentials.
3. Managing: the tender process as a team and the winning process.
4. Writing: the bid to persuade and influence - where to include this.
5. Reviewing: the outcome, feedback and continuous improvement.

After graduating from John Moore's University in Liverpool, Jim worked within his own extremely successful family-run business for a number of years, growing from a small turnover to £25m. He then successfully managed the sale of the business in 2001. Since then he has carried out assignments with a number of world leading construction FTSE 100 Companies. He has developed excellent sales skills, having been a former Sales Director within an international construction group, National Key Account Manager for one of the UK's leading recruitment construction companies and leading multi sales and account management teams for large corporate companies. Jim displays an expert talent for tendering and procurement processes, a skill he developed when Head of Supply Chain Management including procurement and Project Director for a number of major international construction companies. Jim is currently leading a 100-man strong tendering team tendering five major construction and civil infrastructure. Tenders amounting to over £1bn – including a new specialist Cardio-Thoracic Hospital; New Acute Hospital; New Prison, and two new major rail infrastructure developments.

Jim has successfully delivered a number of masterclasses and extensive training in the UK and Internationally in 'bid/tender management and procurement/client-side training. Jim has also delivered expert tender management courses to major companies across the UAE in Doha, Abu Dhabi, Dubai and Jordan continually over the last four years. He has worked globally also working with Government procurement officers in Doha to develop best practice and evaluation strategies on multibillion infrastructure schemes.

Jim has won tenders in the public and private sector, ranging from £1m to £1bn. Current client sectors include construction, civil engineering, infrastructure, rail, health, nuclear, oil and gas. Jim is just completing his post graduate in Business at John Moore's University, Liverpool, UK. Jim founded Tender Management Consultancy (TMC) Ltd in 2008, establishing two offices in London and Liverpool, building a team of 15 trainers/experts in bidding and procurement. Over the past 12months, TMC has won tenders from £10k to £150m and has a leading strike rate of 82%.

## Food, drink and agricultural marketing – Michael Benson, Lathams

### Advertising in Regulated Industries

#### **Cosmetic surgery – considerations when developing a campaign, and campaign planning delivered by Nicky Unsworth, Managing Director, BJL and Jane Hazelhurst, Planner, BJL**

Nicky Unsworth spent time both as a client and in agencies before settling into the role of Managing Director at BJL. She has built a talented senior team who together have developed the agency in recent years to embed a strong digital offer throughout, and incorporate public relations (PR), social media and content to ensure truly integrated solutions. As well as sitting on National Advertising Benevolent Society council, Nicky also chairs the advertising charity (in the northwest), the Marketing Industry Network and is on the Manchester Publicity Association steering group.

Jane Hazelhurst graduated with a first in Advertising Design and has been able to bring her creative skills to the planning department, making her a versatile and knowledgeable member of the BJL team. Since joining in 2010 she has been involved in several strategic and segmentation projects and currently works on a number of accounts including Silentnight and Halewood International.

### Legal

#### **How to avoid the legal traps for online marketing - Keith Arrowsmith, Partner, Head of Intellectual Property, JMW Solicitors.**

Keith Arrowsmith will explain how the law regulates marketing communications on websites, social media sites, email and other instant communication networks. Keith will show how a business can use these new tools to compete with international competitors and how legal compliance can be a help rather than a hindrance.

Keith joined JMW Solicitors in July 2011. He specialises in intellectual property law for commercial and charitable clients. He has previously worked in London and Sheffield, building a reputation in the media, digital, arts, entertainment and creative sectors. He also works closely with other service industry and hi-tech clients on a regional, national and international basis. Keith deals with the creation, evaluation, protection and exploitation of intellectual property rights. He deals with the registration of trademarks and design rights, and advises on licensing and the transfer of ownership of those rights. He takes a special interest in constitutional and governance issues for his clients, and his pro-active attitude is reflected in the transactional advice he provides. He is a board member of the Children's Media Conference.

### Social marketing

#### **Moving on from the '4Ps of the public sector' (posters, pamphlets, posters, pamphlets) Amanda Jane Stocks, A J Stocks Ltd.**

A deliberative session in which delegates will be asked to consider what social marketing really is and what it isn't. As well as the principles and practice, it will discuss how commercial marketing excellence has been used to deliver social good; how it has shaped policy making and strategic development in the public sector. The session will use examples and delegates will be asked to consider how this may be applied to their own work.

Learning outcomes:

- What is social marketing and what it is not?
- How commercial marketing, lessons from the public and third sector and behavioural science have built this discipline.
- The principles and practice of social marketing.
- How it has been used to great effect in the public sector.
- How delegates might use it in their own work.

Amanda Jane Stocks has a successful background in commercial marketing and business management; working for a number of privately owned national companies as well as blue chip international organisations in the manufacturing, retailing and leisure industries.

When Amanda felt she wanted to use her skills to do more than earn the chairman a new Bentley or satisfy dividend hungry shareholders, she decided to take the leap to the public sector. Originally working for the NHS, Amanda soon found herself using her skills to tackle tough social issues, re-shape service delivery and create sustainable behaviour change for social good.

Her abilities and interest in this specialist field led to her being part of a ground-breaking team at The National Social Marketing Centre. Working with Professor Jeff French, a renowned world authority on social marketing, Amanda and her team were responsible for developing understanding, capacity and skills in this field throughout the public sector in the UK.

Amanda has worked with a wide range of organisations such as local authorities, the Fire Service, the Department of Health, Primary Care Trust as well as a range of third sector and education sector bodies. Her work has covered issues as diverse as the 'smokefree' campaign, Inspiration Aspiration South Yorkshire (IASY) - building aspiration in children and young people, winter warmth, saving lives from fire death and cancer screening.

Amanda was born and lives in Yorkshire and is currently Director of AJ Stocks Limited; specialising in social marketing or insight-led behaviour change.

## Technology

### **James Eyre, Head of UK Marketing, Vertex.**

James Eyre has worked in client side B2B Marketing throughout his career initially in marketing communications at Royal Mail, before entering the growing business process outsourcing sector, with Vertex. He is an MCIM, with a track record in strategic and tactical marketing, delivering return on investment (ROI), digital marketing, brand strategy, PR, campaign execution and customer relationship management (CRM). His background is in delivering integrated marketing strategies, with significant focus on customer experience and emerging consumer channels in energy, outsourcing, technology, retail, financial services, travel, public sector and financial services.

James will deliver an overview on how Vertex have introduced cutting edge video marketing technologies into their B2B and internal marketing campaigns and activities using a number of techniques but focusing on FLIMP - a leading software as a service direct video marketing platform. He will describe the tracking capability of FLIMP and the key marketing benefits they can achieve from the rich analytics and measurability of campaigns. The presentation will include lots of video illustrations- and tips on best practice - making it an informative and audio-visual experience for the audience.

## Public relations

### **PR with purpose - a marketer's guide – Oliver Chesher, Director, Admiral PR.**

How to get more from your PR. Your comms department or agency might be able to hit the headlines, but for what purpose? By adopting a workshop approach, this session shows how to make sure every communication delivers a real, measurable outcome that is consistent with your brand messages. This workshop will be delivered by Oliver Chesher, Director at Admiral PR, a specialist with a background in national and international PR and communications agencies. Oliver has been a PR professional since the late 90s, and has handled PR for clients as diverse as The British Army, household names Greggs and LA Fitness, and education giant Pearson Plc. Today he runs the North West operation of national PR and marketing agency Admiral, with clients in sectors including education, healthcare, financial and professional services, science and technology.



## Social media

### **Creating value using social media – Ben Aronson, Director of Digital and Creative for Tangerine PR.**

To deliver ROI on social media initiatives brands must understand that it is not enough to simply engage with consumers they must provide value to their followers. Unlike most other communication channels, social media is inherently a personal relationship. Therefore to keep a personal relationship flourishing both parties must be engaged - the relationship mutually beneficial. Throughout this presentation we'll discuss how to develop these relationships with consumers creating value for them by leveraging the currency of social media: content, information, entertainment, and expertise. Then we'll delve into turning that engaged and mutually beneficial relationship into one that can create value for your business.

Learning outcomes:

- Defining your target audience online.
- Setting clear objectives.
- Creating a social profile.
- Engagement vs. growth strategies.
- Measuring return.

Ben Aronson is the Director of Digital and Creative for Tangerine PR. With more than 10 years' experience in the creative and communications industry, Ben has defined himself through his ability to seamlessly integrate digital into traditional communication activities that create authentic and engaged connections with consumers. At Tangerine PR Ben leads the strategic and integrated planning for all digital clients ranging from international brands like Peugeot and Dulux Decorator Centers to more regional and local brands like Johnson Cleaners and Netcars. Prior to joining Tangerine PR Ben served as digital strategist for MWW Group in New York, one of the top five largest independent PR firms in the world. Working on brands like Nikon, Samsung, Zumba, Deloitte and McDonald's Ben created and implemented strategies ranging from large scale product launches, to experiential integrations, to creating personality strategies for brand's social platforms. Ben also spent four years running his own integrated agency, TAO EXPERIENCE, working with brands including Baja Fresh, Red Bull and Twix; highlighted by a two season run of the reality music competition web-series 'Break'n Through' partnered with VH1 and Red Bull which he created and produced. Ben holds BA and BS from Lehigh University and an MBA from Rutgers University.

## Digital

### **Managing your digital footprint - Martin Hutchins, MBA, DipM, FCIM, FCMI, FInstSMM.**

A high level, strategic view of managing digital marketing, ensuring an organisations digital footprint is viewed as virtual assets rather than standalone tactical activity with little or no measurement.

Martin is a self-acclaimed workaholic and the founder of Cambridge Professional Academy. As a fellow of the Chartered Institute of Marketing (CIM), the Chartered Management Institute (CMI) and the Institute of Sales and Marketing (ISMM) he successfully blends a broad range of business disciplines. Coupled with his in-depth knowledge of all areas of business and keen interest in IT and programming, and financial management skills, Martin leads by example.

He is often asked to speak at conferences and events on a wide range of subjects ranging from Internet Strategy, Sales and Motivation. Martin is a sales person at heart and has written on the subject for a wide range of purposes not least the material used in Cambridge Professional Academy's sales training programmes.

Having started his career as a welder, progressing on to a range of senior sales and marketing roles, Martin has been either MD or General Manager since the age of 25 for whoever he has worked for. An energetic, positive individual who seeks to inspire and motivate everybody he works with, Martin never shies away from a challenge and revels in the ups and downs of running a business.



## Retail Marketing: Three Current Hot Issues

**Mike Phillips, Managing Director - Purepages Group.**

With the massive decline in the UK High Street over the last few years, a number of controversial topics have not ever been properly resolved. This 90 minute session looks at:

Are business rate discounts to charity shops fair?

- Giving 80% discount distorts competition.
- Why only charity shops, what about butchers and bookshops?
- Was the 80% thought of when shops were empty?
- Why do other countries not have them?

Is free parking in town centres necessary for High Street survival?

- People drive to the Trafford Centre purely to have free parking
- Is giving 2 hours free a good idea?
- Bolton earns £6M+ from parking, how could that be replaced?
- Could subsidised or free buses be an answer?

Are street markets the saviour Mary Portas thinks they are?

- Mary Portas thinks that street markets are a saviour, is this true?
- Why having existing indoor markets gone backwards?
- Some markets are trying various schemes to entice shoppers.
- How do you ensure the right retail mix of products and services?
- Street markets distort competition.
- US have 7,175 by end of 2011.

Mike Phillips, is an MBA graduate of Manchester Business School and an ex director of both PricewaterhouseCoopers and KPMG, the latter role as Head of Retail in their BAS division. During the Nineties he led consultancy projects from Moscow to New York, primarily focused on e-commerce and marketing issues within the retail and consumer goods sectors.

Prior to these roles, Mike wrote for several years for Financial Times reports in London, where he authored major analysis on commercial and consumer issues whilst a freelance consultant to the UK Government's DTI. He has been a full member of The Chartered Institute of Marketing since 1992 and is the newly announced Chair of the proposed CIM Retail marketing group.

## Northern Conference 2012 The programme

| Time          | Action                  |
|---------------|-------------------------|
| 08:30 – 09:15 | Registration and coffee |
| 09:15 – 09:20 | Welcome                 |

|               |  |  |                       |                                  |
|---------------|--|--|-----------------------|----------------------------------|
| 09:20 – 10:00 | Keynote – Catherine Howard, Head of Private Sector Marketing, Fujitsu            |  |                       |                                  |
| 10:00 – 11:30 | Workshop sessions 1 – delegates select one of the following:                     |  |                       |                                  |
|               | Financial services   | Tendering  | Professional services | Food / drink and agri –          |
| 11:30 – 11:45 | Coffee break   |  |                       |                                  |
| 11:45 – 13:15 | Workshop sessions 2 – delegates select one of the following:                     |  |                       |                                  |
|               | Advertising in Regulated Industries  | How to avoid the legal traps of online marketing | Technology            | Social marketing / public sector |
| 13:15 – 14:00 | Lunch  |  |                       |                                  |
| 14:00 – 14:40 | Keynote – Michael Baker, Professor of Marketing at the University of Strathclyde |  |                       |                                  |
| 14:40– 16:10  | Workshop sessions 3 – delegates select one of the following                      |  |                       |                                  |
|               | PR with purpose – a marketers guide  | Social media                                     | Travel and tourism    | Retail                           |
| 16.10 – 16:50 | Keynote 3 – Roy Sandbach, Proctor & Gamble                                       |  |                       |                                  |
| 16:50 – 17:00 | Conference wrap and close  |  |                       |                                  |

Please note all speakers are confirmed however we reserve the right to alter the programme should unforeseen circumstances occur.