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# Power of Marketing 2010

## Description

The Chartered Institute of Marketing's annual East Midlands' conference, the Power of Marketing, will be held on Thursday, 11 November, 2010 at the Nottingham Belfry Hotel, near J26 of the M1. It is the largest marketing conference in the Midlands, and one of the largest of its type outside London. This is the event for anyone involved in marketing in the region, and this year's theme is innovation and creativity.

In the morning, delegates attend two out of three interactive workshops. The event includes four networking slots as well as a sit-down lunch. The afternoon is focused around presentations from leading businesspeople, who will be speaking about innovation. The conference starts at 09.30 and concludes by 16:00.

Book quickly to guarantee your place at this popular conference. The early bird discounts, which are shown below, will expire on 15 October, 2010.

## Morning workshops

Delegates should select two workshops from the three below:

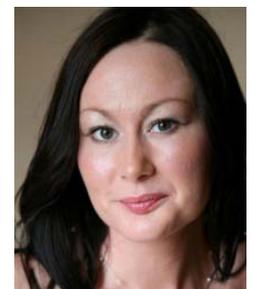
### (1) Branding

An organisation's brand and its perception in the marketplace is integral and, in today's cut-throat market, can make the difference between winning and losing sales. It determines the margin level between the actual cost of a product or service and its selling price, and it represents the sum of qualities that a consumer perceives. As such, a company's brand requires careful management to ensure that it continues to be relevant to its target audience. Stephanie Drakes, Regional Managing Director of brand communications agency 23red, will be running an interactive session which aims to get you involved in creating your brand communications proposition. With over 30 years' experience, her clients have included Dairy Crest, BT, Met Office, NHS Information Centre, Arts Council England, The Royal Mail and Post Office Counters.



### (2) Using social media for business

The Arctic Monkeys became a household name through MySpace, Prince Harry blogs, the Prime Minister's wife Tweets and everyone's on Facebook aren't they? But how does social marketing fit in with your company's web strategy? Should you be using it in a B2B capacity or are you better focusing your web budget on pay-per-click and search engine optimisation? Claire Curzon, Managing Director of sales and marketing agency, Brighter Directions, will be there to dispel any myths and translate web voodoo into useable business strategy.



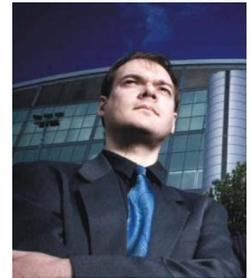
### (3) TBC

The details of the third workshop will be confirmed soon.

## Afternoon speakers

### Being innovative

Andy Harsley became a household name when he appeared on the BBC's Dragons' Den programme and secured one of the biggest ever deals with James Caan and Duncan Bannatyne. But his journey began long before his TV appearance. He started his first company with help from the Prince's Trust in 1994, which was floated on the Australian Stock Exchange in 2001. Andy then founded his Grantham-based research and development company Kosine. He began developing his innovative rapstrap tie strip design in 2004 and spent the next two years perfecting its design and production. In August 2008, he appeared on Dragons' Den and the rapstrap has since been put into mass-production by Japanese multinational Hitachi-Maxell. The product is now being distributed globally and Andy is further developing his technology into a much broader product range. Andy will be talking about his experiences and a market-led approach to innovation.



### Funding your innovation

Often, coming up with an innovative idea is the easy part. Getting the funding to take your product to the next stage is where the hard work begins. Jonathan Kestenbaum, Chief Executive of NESTA will be drawing upon his venture capital experience and talking about what makes a successful pitch when it comes to innovation, and how different companies and countries encourage innovation. NESTA is the largest independent endowment in the UK exclusively dedicated to fostering innovation and the country's biggest source of seed finance for technology start-ups. Jonathan has a wealth of experience including having been Chief of Staff to Sir Ronald Cohen, Chairman of Apex Partners, one of the largest private equity companies in the world. He is a board member of the UK's Technology Strategy Board and the Design Council, as well as the Profero Board, which is one of the UK's biggest digital marketing agencies.



### Fostering innovation within a large organisation

E.ON, one of the UK's leading power and gas companies, has recently created IGNITE, a new innovation team focused on creating the next generation of products and services for residential and small business customers. Helen Walters, a member of the IGNITE Leadership Team, will discuss how innovation principles are applied in practice and where they generate commercial value. Helen has gained significant commercial experience in organisations including Boots, Procter & Gamble and Capital One. Her current role focuses on the development of new customer propositions for E.ON to take to market.



## Price information

Member: £85

Studying Member: £75

Student: £95

Guest: £95

The prices shown above include a £40 early-bird discount, which expires on 15 October 2010. Included in the rate is a bacon sandwich on arrival, two course sit-down lunch and refreshments throughout the day. Please contact the events team with any special requirements.

Please [book online](#) for this event, then email your preferred workshop selection to the events team ([cimevents@cim.co.uk](mailto:cimevents@cim.co.uk)). If you cannot do so, please call The Chartered Institute of Marketing on +44 (0)1628 427340.

## Sponsors and exhibitors

Anyone interested in sponsoring or exhibiting at this event should email the CIM Branch Chair, Sarah Benedek ([cim@benbeta.com](mailto:cim@benbeta.com)).