



The Chartered  
Institute of Marketing North West, North East of England and Yorkshire

# **northern power of marketing conference**

**The Carriageworks, Leeds  
Thursday 13 June 2013**

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## **CIM Northern Conference - The Power of Marketing**

**The Carriageworks, 3 Millennium Square, Leeds LS2 3AD**

**Thursday 13 June 2013 09:00 – 17:15. Registration from 08:30**

### **Bookings**

**Before 18 May:**

**£99 + VAT CIM members / £199 + VAT non members**

**After 18 May:**

**£150 + VAT CIM members / £250 + VAT non members**

**(Non member prices include a 6 month CIM membership)**

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

Please advise your preferred workshop selection at the time of booking - full details of the speakers and content are contained in this brochure.

To book for this event, please call the Region and branch events team at The Chartered Institute of Marketing on +44 (0)1628 427340.

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## About the Conference

The Chartered Institute of Marketing Northern Conference, now in its third year, is being hosted by the Mid Yorkshire branch 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 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 again explore the theme of 'The Power of Marketing'

Last year's 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.

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## Keynote speakers

**Professor Jeff French, CEO, Strategic Social Marketing Ltd.**

### **Moving beyond easy, the power of marketing in the social sector**

Jeff French is a recognised global leader in the theory and application of behaviour change and social marketing. He has extensive experience of developing, leading and evaluating behaviour change projects, social marketing programmes and the development of social communication strategies at international, national, regional and local level. With over 90 chapters, articles and books published in the fields of behaviour change, social marketing, community development, health promotion and social communication, his session will show an insight into this arena.

Jeff has over 35 years' experience at the interface between governments, public, private and the NGO sectors. He has a broad practical understanding of national and international health and social development issues and how they can be tackled and evaluated. He is also a visiting professor at Brunel University and Brighton University and a Fellow at Kings College University London and teaches at four other Universities as well as consulting and speaking at international conferences around the world.

Jeff was a senior civil servant and the director of communication and policy at the UK Government Health Development Agency for five years from 2000 – 2005. In March 2005 through to July 2009, he undertook, for the British Government, a national review of social marketing going on to set up and manage the National Social Marketing Centre for England. In August 2009, Jeff became the chief executive of Strategic Social Marketing Ltd.

Strategic Social Marketing Ltd works with clients from all over the world, in the private, NGO and public sectors, on the development and evaluation of social behaviour change programmes. It also provides consultancy services to some of the world's biggest corporate communications, marketing, advertising and research companies.

Jeff is an advisor to a number of national and international policy committees, including the UK National Cancer Awareness and Early Detection committee and the End of Life 'Dying Matters' committee. Jeff is also a board member of CREDOS, the UK advertising industry think-tank focused on the role of advertising in society, and is the lead advisor on social marketing to the E-Com, a four year EU-funded behaviour change review of the 2009 pandemic. He has worked on financial literacy and inclusion for HMS Treasury as part of the Thoresen Review of Generic Financial Advice.

Jeff is a member of the International Social Marketing Association Executive Committee, an executive member of the European Social Marketing Association, and also a member of the Editorial Board of the Journal of Social Marketing, the Journal of Social Business and the Editorial Board of the International Review on Public and Non-profit Marketing. He is the organiser of the World Social Marketing Conference, which last took place in Dublin, Ireland in April 2011 and will take place again in Toronto Canada in April 2013.

The principle author of 'Social Marketing and Public Health Theory and Practice', published by Oxford University Press, Jeff's new book 'Social Marketing Casebook, lessons from the field' has just been published by SAGE. 'Strategic Social Marketing', his third book, will be published by SAGE in the summer of 2013.

## **Ian Wood, Head of Marketing, Business and Commercial Banking, NatWest Bank**

### **Thought leadership as the communication platform**

Ian Wood is a professional marketer with over twenty years' experience within B2B markets. His focus has been on technology and financial markets including brands such as AT&T, CitiCapital, NatWest and Lombard.

This session will explore thought leadership as the communication platform and will consider:

- What does this mean?
- Why position your brand as the thought leader?
- What makes a brand right to be a thought leader?

## **Chris Cotterill, Business Acquisition Marketing Manager, Plusnet PLC**

### **Empowering the people your prospects trust**

Chris Cotterill is marketing manager for UK telecoms company Plusnet [the third fastest growing ISP in the country]. A Chartered Marketer since 2010, Chris joined Plusnet as a call centre temp following his graduation in 2006. Since then, he has progressed from answering the phones to leading on Plusnet marketing activity [with a brief spell away working for Sheffield Wednesday FC]. Having previously spent time developing a number of Plusnet TV and sponsorship campaigns, Chris has more recently been hiding behind the one-way glass at market research sessions and working on the strategic direction of the Plusnet business brand.

This session will show how 'doing you proud' has been a key factor in the success of Plusnet, winning them Yorkshire Post Employer of the Year 2012, Which? Recommended Provider - Broadband Services 2012 and Broadband Choices Awards 2012 to name a few.

In his spare time, Chris is a mentor on the Sheffield Hallam University Career Mentoring Scheme and offers guidance to students on everything from CV writing and interview techniques to translating marketing theory into real world implementation. As well as being a frustrated footballer, Chris is also busy planning his wedding and coming to terms with writing about himself in the third person.

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## Workshops

There are three sessions of workshops during the day and each session features a choice of four workshops. Delegates, therefore, select three workshops out of a possible twelve to attend. Although the sessions will be geared to particular sectors, the learnings will be applicable to a variety of sectors so we recommend that you read all of the descriptions carefully before choosing from the following:

### B2B

***Saying what you say, not what you think.***

***How to make your B2B comms stand out and sell more by just being YOU.***

Jenni Rodgers, Head of Communications and Nick Smith, Account Executive, Fresheye Marketing

This session will look at B2B communications and how to make them more effective; with the emphasis on the final A of 'A (attention) I (interest) D (desire) A (action)'.

Jenni Rodgers heads up Fresheye Marketing's communication activities from her home in the Cotswolds. She helps all Fresheye people communicate well with each other and with their customers and suppliers, and she's always looking for great stories to tell about what we get up to, our thoughts and our big ideas. She's specialised in communications for twenty years (not that she's happy to admit being that old), and she's worked around the world. From small start-ups to global telecoms, banking and accountancy, she's managed communications large and small. She's also led corporate social responsibility strategies and teams, and she's really proud of the senior leadership coaching she's been doing through her career, too.

Nick Smith is based in Sheffield, and his job title is account executive at Fresheye Marketing. What does he actually do? Well, he helps to deliver channel marketing and global change programmes with some of the largest IT and telecoms companies in the world. Organisations like BT, CGI and Avaya – all pretty big names. And before Fresheye he's worked in the commercial research industry as well as public and private defence in the UK and within NATO, mainly in sales and programme management.

### Property and Construction

***Maximising audience reach when budgets are tight.***

***How to make every penny work for the bottom line.***

Steve Bellingham, Managing Director, Rare Creative Group

Currently there's a huge opportunity to make an impact in this sector. The session will help delegates to think about their own construction businesses, and whether the marketing activity is working strategically enough. Could it work better with up front planning? Perhaps it's time to review what's going on and take time out of the business to get marketing plans in line? Using a construction-based case study, delegates will work together in groups to identify the audiences that need to be reached and identify tailored messages for each. Following this, the groups will look at how they can reach these audiences using the budget available – understanding that even when it seems like it can't be done on that budget, it can! Steve will conclude by discussing a real-life case study with similar audiences and budget, and how he applied this to deliver results.

Steve Bellingham is managing director of Sheffield-based Rare Creative Group, an award-winning integrated strategic marketing and creative design agency. Client-facing Steve has over twenty years' experience working in senior marketing and general management roles in manufacturing, leading activities in product development, market entry and business expansion. Since joining the agency in 2004, Steve has spearheaded the agency's service offering, to deliver fully integrated marketing campaigns to some of the industry's major building product manufacturers, including Polypipe, Saint-Gobain Glass, Carl Kammerling International, Saint-Gobain Isover and TuffX Processed Glass. Recently, Steve's work in creating innovative marketing automation platforms to help clients extend the reach of their traditional marketing techniques has led to Rare's turnover doubling in two years, and the sales of clients' products surge as a result.

## **Professional Services**

### ***Social Media for Professional Services.***

***How to build an effective strategic and tactical marketing campaign for your professional services organization.***

David Laud, Chief Executive, Samuel Phillips Law Firm and Owner i2i Business Solutions

Using examples from his book 'Social Media Marketing for Law Firms', commissioned by Ark Publishing and available on Amazon and through Managing Partner Publications, David will look at practical ways you can use social media, along with traditional marketing methods to build an effective strategic and tactical marketing campaign for your professional services organisation.

David Laud is a Chartered Marketer and Fellow of The Chartered Institute of Marketing. His career began with ten years' international and financial services marketing with Thomas Cook where he helped create and launch the Moneygram brand. He moved on to head the marketing department for US technology company, AT&T, before re-locating with his family to the North East in 1996. In 2000 David set up his own marketing consultancy i2i Business Solutions, supporting clients in the professional, creative, digital and training sectors. In addition to running i2i, David is the chief executive of Newcastle law firm Samuel Phillips and managing director of e-publishing and app development company R2b Media Ltd. David is an active mentor for business owners, working on behalf of a wide range of support organisations such as Entrust.

## **Sports Marketing**

### ***Finding new markets.***

***How to reposition your brand to an alternative target market.***

Mary Harding, Consumer MD, Tangerine PR

In this present climate with businesses fighting for survival, many companies are finding the need to reposition their brands or diversify into different markets. This may not be relevant to you now, but maybe in the future you may wish to create market stand out, be competitive and create campaigns that are relevant to different target groups. To aid this, Mary Harding will be using case studies from her extensive experience within this market place to help you form your future strategies.

Mary Harding joined award winning communication's specialists Tangerine PR in January 2013 as consumer MD where she is leading a 17 strong person team and helping drive forward its award-winning consumer offer. Mary previously worked at London's creative PR and sponsorship specialists, M&C Saatchi Sport and Entertainment, where she spent six years maximising the management and exploitation of sports sponsorship campaigns, as well as talent

publicity for clients such as Reebok and Amir Khan. She previously spent three years at Hill and Knowlton Strategies where she helped develop and implement PR strategies for adidas, Gillette and Carling. Clients/projects included the Global & UK Reebok launches and ongoing PR strategy and activation for UEFA Euro 2008, the FA and England, 2006 & 2010 FIFA World Cup, the RFU, the WRU, Rugby Premiership, Amir Khan and Mark Webber. She is a passionate and enthusiastic communications professional with extensive experience in international business. Mary has a proven track record of leading high-profile, highly creative campaigns.

## **Career Development**

### ***Marketing Me.***

#### ***Career Development for Marketing Professionals.***

Mike Carter, Owner, Orchard Recruitment, David Thorp, former Director of Research and Professional Development, CIM, and Catherine Howard, Head of Private Sector Marketing, Fujitsu.

This workshop will explore how marketing professionals can best approach career development and maximize their career opportunities. Delivered by David Thorp, who will provide strategic advice on how CPD can help with strategic progression, Catherine Howard who will provide advice and a personal example of her own career progression, and Mike Carter, who will provide insight from the employer's point of view.

Mike Carter graduated from Manchester Polytechnic with a BA (Hons) in Art Direction – Communication Design and held a range of design and marketing positions before joining Orchard in 1994. Now with nearly twenty years' experience in recruitment, he is passionate about the creative and marketing sector and has a genuine interest in the businesses and people he works with. Orchard is a specialist digital, creative and marketing recruiter with offices in Manchester and Leeds holding REC accreditation and following REC and DTi recruitment best practice. Mike is also a non-executive director for Splash About International Ltd, France, and is a council member of Manchester Digital, home of the Big Chip Awards.

David Thorp led CIM's research and information, and learning and development functions with responsibility for thought-leadership, research, policy development, training and continuing professional development. He trained originally as a lawyer but has subsequently acquired almost thirty years' experience in marketing roles to director level. Additionally, he has significant expert-level experience in learning and development and performance management. David is a qualified executive coach focusing on working with marketers at transition points in their working lives.

Catherine Howard helps Fujitsu and private sector organisations engage more effectively by ensuring the marketing team delivers effective, high impact and integrated campaigns. Catherine has nine years experience in both business and marketing related roles, in areas including account management, brand and 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. With a BA (Hons) in Geography & Management from the University of Leeds, Catherine 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.

## **Branding**

### ***Branding as a point of difference.***

#### ***How to stand out and deliver - irrespective of size or sector.***

Ann Rimmer, Founder & Director of Strategy, and Allie Johns, Planning Director, Clock Creative Communications

With the proliferation of channels, marketers need to focus now more than ever. Re-defining your brand strategy gives you the focus required to elevate your conversation, engaging audiences rather than selling. In this interactive workshop you will be challenged to think about what makes your business tick and how you can convert this in to meaningful brand conversation, engaging and moving audiences rather than simply 'talking'.

Ann Rimmer has over twenty years' experience of helping companies find their competitive advantage and develop this in to a compelling brand story, combining creativity and business acumen in a way that is rarely seen. Ann worked for some of the UK's leading design and advertising agencies, moving through the ranks from junior designer to creative director before establishing Clock Creative in 1999. Ann received a post graduate Diploma in Marketing from the CIM in 2004 and has been North West head of the Design Business Association (DBA) since 2009, regularly speaking on brand strategy and business leadership.

Allie Johns has an in-built passion for effective branding. Her experience, knowledge and enthusiasm for branding has been developed over the past twenty years. From 'straight out of Uni' beginning as a marketing assistant at a small telecommunications consultancy in London, Allie progressed to devising and managing a wide variety of brand communications projects at senior level in the UK, Europe, USA and the Far East for major brands including British Airways, Stagecoach Group and Going Places (Airtours Plc). Allie is an award-winner in external and internal communications and, since making the transition from client-side to consultancy in 2004, she has devised and delivered a wide range of branding and marketing projects in sectors including education, the NHS, professional services, recycling, retail and transport. As planning director at Clock, Allie's focus is on identifying, planning and managing brand creation and development opportunities with our existing and prospective client base.

## **Technology**

### ***Actionable insight to get your business noticed.***

#### ***How to communicate complexity or a crash course in tech PR.***

James Taylor, Managing Director, Roaring Mouse PR

In this workshop, award winning PR consultant James Taylor will discuss the challenges and opportunities businesses have to make a name for themselves via traditional, online and social media, and the simple steps non-PRs can take to get themselves and their businesses better known and understood. The crash course in tech PR will be an interactive workshop providing delegates with the opportunity to shape their PR strategy and to understand how to engage with the media to identify and benefit from the wide range of opportunities that exist to communicate their messages. Attendees will be encouraged to work together to identify news opportunities to help them understand how best to interact with journalists.

James Taylor is the managing director of Roaring Mouse PR, a specialist provider of PR support for digital, technology and telecommunications businesses. Based in Sheffield, James has consulted to major technology businesses on both sides of the Atlantic, as well as a number of early-stage enterprises.



## Sustainability and CSR

### ***Marketing in an Age of Distrust: Corporate Social Responsibility (CSR), Marketing and Brand Are Inseparable.***

John Luff, founder, Sustainable Marketing

We live in age where trust can no longer be assumed. Most customers no longer assume that it's just banks, politicians and used car salesmen that are naturally economical with the truth. And of course the distrust virus is contagious. It has spread to all stakeholders, internal and external. A reputation for being driven by the long term interests of the communities you serve has to be earned and communicated. This has always been the case. But modern communications means that earning and re – earning this reputation is a 24/7/365 task. CSR is an essential not a nice to have. And CSR not communicated is a waste, especially in tough economic times.

This presentation explores the practicalities of turning CSR into front line reality. The concepts and models that will be presented are based on John Luff's global marketing, CSR and brand management experience in an always-on internet world where geography is history. Most often CSR and sustainably are assumed to be driven predominately by environmental sustainability.

A core assumption of John's is that sustainability has three interconnected and inseparable elements:

- Environmental
- Economic
- Societal

The objective is to help attendees identify their wider CSR credentials (not just their "green" credentials) and communicate these internally and external in order to:

- improve the links and working relationships between CSR experts (internal and external) and front line operations
- achieve stronger relationships with **all** stakeholders, internal and external
- identify, organise and promote credentials with integrity
- build brand equity
- and frankly get more, long term business

The session will be low on theory and high on practical experience in a field where practical experience of combining brand, operational –"red in tooth and claw" - marketing and CSR management is difficult to find.

John specialises in helping organisations identify and promote their brand and corporate social responsibility (CSR) and sustainability credentials. A frequent speaker worldwide on the topics of brand, marketing, CSR, sustainability and communications, John founded UK-based Sustainable Marketing in 2004.

Previously, John was head of global CSR and head of global brand for BT (British Telecom). In these roles he helped BT achieve its 3<sup>rd</sup> top rating on the DOW Jones Sustainability Index – the first time BT had achieved this on a global basis. John developed the brand positioning for BT and its joint ventures worldwide, and is proud to have lead BT sponsorship of the Global challenge - "The World's Toughest Yacht Race".

Other senior roles have been in the fields of occupational psychology and organisational development. He is an alumnus of the prestigious Prince of Wales Business and the Environment programme. John is an associate faculty member of the British Chartered Institute of Marketing, a founding member of the Superbrands CSR Advisory Panel, a judge for the Green Awards and responsible marketing advisor to the World Lotteries' Association.

Recent/current clients include the World and European Lotteries Associations, the UK Treasury, the world's largest retailer, one of Europe's largest shopping malls, major financial institutions, major construction companies, sponsorship advisors, business schools, telecoms, IT and TV brands, cities, government and global sustainability organisations.

## **Social Media**

***The legal pitfalls in social media.  
What you need to know.***

Speaker to be confirmed, Dickinson Dees LLP

This workshop will explore the potential problems and current legislation in using social media as a marketing tool.

Dickinson Dees is one of the UK's leading full-service law firms. With offices in London and North East of England and nearly 700 staff, the firm provides legal services to corporate, commercial, public sector and private clients across the UK. These include the Go-Ahead Group plc, Govia Limited, the London Borough of Croydon, Leeds Teaching Hospitals NHS Trust and Barclays.

## **Technical & Industrial B2B**

***Communicating in technically challenging environments.  
Understanding your B2B audience –and remembering they are people too!***

Dr Catherine Butcher, Account Director, BDB and Nicola Aldren, Senior Account Manager, BDB

What are the key considerations when communicating in technically challenging environments? How can creative and analytical thinking be most effectively combined to improve the success of your marketing communications campaigns? How do you make complex concepts easy to understand without alienating your target audience? Find out in this interactive workshop.

Catherine Butcher leads international accounts across a number of diverse B2B industries, ranging from nutrition, dietary supplements and food production enzymes to clinical diagnostics, pharmaceutical compliance and security product manufacturing. She has over twelve years' experience in technical communications, clinical laboratory experience, a PhD in Immunology and BSc (Hons) in Medical Microbiology.

Nicola Aldren has a background in scientific research, with a MPhil in molecular biology and a BSc (Hons) in Zoology. A Chartered Marketer and B2B ambassador for the CIM's North West regional board, Nicola has extensive experience in both strategic and tactical marketing for the food, scientific, construction, engineering and packaging sectors.

## **Inbound Marketing**

***Know your SEO from your elbow.  
Using the best tools for the job.***

Dave Hazelhurst, Director of Search, Ph.Creative

Drawing on a combination of tactics from both the online and offline world including SEO, PPC and social media, this workshop will explore the latest ideas and innovations in digital marketing and how they can be used to raise awareness and increase sales.

A highly experienced director and master of all things Google, Dave is director of search at Ph.Creative, a full-service internet marketing agency based in Liverpool. With experience across a range of sectors and specialising in SEO, PPC, CRO and social media, Dave currently works to deliver business-focused results for leading brands such as Dulux Decorator Centres, Nationwide Building Society, Crowne Plaza and Medicash.

## **Charity**

***Securing a long-term future.  
Using marketing to build relationships that deliver now and forever.***

Edward Ryder, Director, Biskit.

Change is a feature of any industry, but the charity sector is receiving more than its fair share.

Just how can you use marketing to tackle these changes, and help you make the most of these challenging times?

This workshop will cover a range of practical topics from brand positioning, segmentation and choosing the right channels to market.

Edward has worked in marketing for over twenty years. Working with clients in most market sectors, Edward has run his own marketing company, Biskit for the last ten years, and has over twenty years cross-industry experience. Edward is also chairman of the Mid-Yorkshire CIM group, a director at A View From The Hill CIC and also teaches CIM qualifications in his spare time.

## The Programme

Time	Action			
8:30 – 9:00	Registration & coffee			
9:00 – 9:20	Welcome – Ed Ryder, Chair, CIM Mid Yorkshire Overview of latest news in Marketing			
9:20 – 10:00	Keynote 1 – Professor Jeff French CEO Strategic Social Marketing Moving beyond easy, the power of marketing in the social sector			
10:00 – 11:30	Workshop Sessions 1 – delegates select one of the following:			
	B2B	Property and Construction	Professional Services	Sports Marketing
11:30 – 11:45	Coffee Break			
11:45 – 1:15	Workshop Sessions 2 – delegates select one of the following:			
	Career Development	Branding	Technology	Sustainability and CSR
1:15 – 2:00	Lunch			
2.00 – 2.40	Keynote 2 – Ian Wood, Head of Marketing, Business and Commercial Banking, Natwest Bank Thought leadership as the communication platform			
2:40 – 4:10	Workshop Sessions 3 – delegates select one of the following:			
	Social Media	Technical and Industrial	Inbound Marketing	Charity
4:10 – 4.20	Coffee			
4.20 – 5:00	Keynote 3 – Chris Cotterill, Marketing Manager, Plusnet PLC Empowering the people your prospects trust			
5:00 – 5:15	Conference Wrap & Close			