

Northern conference and awards 19 - 20 June 2014

The Chartered Institute of Marketing northern conference, now in its fourth year, is being hosted by CIM Merseyside and offers exceptional learning and networking opportunities. This year it also forms part of the International Festival for Business taking place in Liverpool during June and July 2014. 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 is of value to a wide range of delegates both agency and in-house from the public, private and not-for-profit sectors.

Last year's event was a huge success attracting over 150 delegates including senior marketers from across the north who benefited from critical learning, inspirational speakers and networking with peers.

On the evening of the 19 June we are also hosting the inaugural CIM northern awards celebrating and rewarding excellence in marketing campaigns and talent.

Delegates can purchase either one day or two day conference only tickets or conference and awards tickets (please see attached document for ticket options and prices).

Keynotes include:

- Anne Godfrey, CEO, The Chartered Institute of Marketing (day one).
- Dee Blick, Chartered Marketer and Author - 'The 10 Marketing Secrets of Successful Small Businesses' (day two).
- Chris Fill, Author, Lecturer and Consultant in the field of Marketing Communications and Corporate Reputation (day two).

In addition to the keynotes, we have an exciting programme of workshops. There are three sessions of workshops each day and each session features a choice of four workshops.

Delegates therefore select three workshops out of a possible twelve to attend each day during the event. Although the sessions are geared to particular sectors, the learning outcomes will be applicable to a variety of sectors, so we recommend that you read all of the descriptions carefully before choosing the sessions to attend.



19 June 2013 - Conference day one

Time	Activity			
08:45 – 09:15	Registration & Coffee			
09:15 – 09:20	Welcome			
09:20 – 10:10	Keynote one – Robert Elstone , CEO, Everton FC and Richard Kenyon , Director of Marketing and Communications, Everton FC			
10:10 – 11:10	Master class one			
	Video – Create your own video marketing news and PR channel for your company in just one hour Sean Randles and John Allard	Advertising Standards Authority Katie Mason	Social Marketing Changing Behaviours - How behavioural theories can inform the development of effective social marketing programmes that really change behaviours Amy Boyle	Youth Marketing Cool kids, cool stuff – innovations in youth marketing Emma Leach
11:10 – 11:30	Coffee break			
11:30 – 12:30	Master class two			
	Technology Marketing - Plugging (holes in) a Leaky Funnel Ceri Jones	Financial Services Marketing “Developing the ethical edge to power competitive advantage in financial services” Judith Cork	Tendering Have you lost business you should have won because of a poor proposal? Writing customer focused proposals that align your offers with your customer’s needs starts with a well crafted executive summary Steve Sawyer	Big Data Big data and beans? How technology is delivering better value and convenience for Asda shoppers Neil Vincent
12:30 – 13:30	Lunch break			

13:30 – 14:20	Keynote two – Tom Lindley, Mars			
14:20 – 14:40	Coffee break			
14:40 – 15:40	Master class three			
	Professional Services Marketing An introduction to professional services marketing Peter Abbott	Inbound Marketing Happiness... is not a fish that you can catch Mike Kirwan	Intellectual Property Office The value within: maximising income from your intellectual property Andrew Reith	Public Sector - Isle of Man: Delivering Excellence in the public sector Heather Smallwood
15:40 – 16:30	Closing Panel with CEO of CIM, CEO of Design Council, CEO of ASA			
16:30	Conference close			

Additional Activities

Study centre stands
Exhibitor stands

19 June 2013 - Awards evening

18:45 – 19:30	Drinks reception
19:30	Welcome
19:45	Dinner
21:45	Awards
23:00	Entertainment
01:00	Carriages

20 June 2013 – Conference day two

Time	Activity
08:00 – 09:00	Ask the Experts
09:15 – 10:00	Registration and coffee
10:00 – 10:15	Welcome day two - summary of day one
10:15 – 11:15	Keynote three - Dee Blick - The 10 Marketing Secrets of Successful Small Businesses
11:15 – 11:30	Coffee break

11:30 – 12:30	Master class one			
	Mass market - the law and marketers in the online world Steve Kuncewicz	Creativity - a skill or a state of mind Sally Lewis and Rachel Boardman	Exporting – marketing for export John Harrison	Energy / utility Denise Maskew
12:30 – 13:30	Lunch break			
13:30 – 14:30	Master class two			
	Social media Making it live Amanda Coleman	Sustainable / CSR – Business in the Community The role of the marketer in creating a sustainable future Gudrun Cartwright and Michelle Gallant	Travel and Tourism Marketing Getting a share of the Chinese tourism boom Gary Grieve	Charity The Win/Win/Win of Responsible Marketing Stephen Thorn
14:30 – 14:45	Coffee break			
14:45 – 15:45	Master class three			
	Public Relations Delivering your communications to make the most of your news in 2014 Laura Mashiter and Sophie Smith	Customer Relationship Management How to make your finance team realise why your CRM budget justifies itself Clive Bawden	Business to Business Marketing Craig Duxbury	Content Marketing Great content starts with great writing Nick Parker
15:45 – 16:45	Keynote four - Chris Fill			
16:45 – 17:00	Conference Close			

Additional Activities

1:1 clinics
Study centre stands
Exhibitor stands