



# CIM

The Chartered  
Institute of Marketing

## [Introduction to Google Analytics](#)

Thank you for booking onto our upcoming event, we look forward to seeing you there. Details for the day are listed below.

**Event Venue:** Kingston Business School, Room BS1021 (first floor)  
Frank Lampl Building  
Kingston University  
Kingston Hill  
Kingston  
Surrey KT2 7LB

**Date:** Wednesday 05 April 2017

**Times:** Registration from 09:00; event starts at 9:30; finishing at 13:00.

**Directions and parking:** Please click [here](#) to view the map.

There is parking available at [Kingston Hill](#) however a **visitor permit must be obtained from the main reception before you park your vehicle**. Once you have a permit please display this clearly in the vehicle.

**Networking tips:** Many of our delegates are already seasoned networkers, so if this is you then please ignore the attached networking tips. However, should you need some help in becoming an effective networker the attached tips might be of use.

**Latest information:** This workshop requires delegates to use a Google Analytics account. If you already have an account please bring your username and password to the session. If you don't have an account please set one up prior to the workshop. Please click [here](#) to register for a Google Analytics account.

For the most up-to-date information, please join our twitter feed at [@CIMinfo\\_SE](#) and click [here](#) to view the event on our website.

This event is eligible for CPD and can be used within your annual CPD submission, for which the duration has been estimated as 3.5 hours within the Professional Marketing Standards category of Digital integration. Completing your CPD on an annual basis ensures you receive formal recognition for your ongoing development, as well as allowing you to achieve and maintain Chartered Marketer status. For more details call +44 (0)1628 427120 or visit our [website](#).

In the event that you have booked on behalf of a colleague and provided your own contact details, please forward this e-mail onto the relevant person. **If for any reason you cannot attend, please [contact us](#) at your earliest convenience.** If you are a non-member and would like to receive event e-mail promotion, Please reply to this e-mail with '**Please sign me up for event e-mail promotion**' in the subject line.

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**Network Support Team**  
**CIM**

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