



CIM

The Chartered  
Institute of Marketing

## Refining your customer journey

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

**Event Venue:** University Centre at Blackburn College  
University Close  
Blackburn  
Lancashire BB2 1DN

**Date:** Monday 15 May 2017

**Times:** Registration from 18:00; events starts 18:30 and finishes at 20:00

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

Free parking is available for delegates on-site at the College. There is also additional parking on University Close and at the multi-storey car park on Feilden Street, which is adjacent to the main campus.

For additional parking options please click the link for [Parkopedia](#).

**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:** For the most up-to-date information, please join our twitter feed at [@CIMinfo\\_North](#) 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 1.5 hours within the Professional Marketing Standards category of Customer experience. 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.

**Network Support Team**

**CIM** | The Chartered Institute of Marketing

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