



C I M

The Chartered  
Institute of Marketing

## **How marketing increases sales**

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

**Event Venue:**

Sheffield Hallam University  
Owen Building  
Howard Street  
Sheffield  
South Yorkshire  
S1 1WB

**Date:**

Tuesday 23 May

**Times:**

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

**Directions and parking:**

Please click [here](#) to view the map.

There are several parking options; limited metered on-street parking on [Arundel Street](#) or [Charles Street](#) costing £1.00, which are both a 3 to 4 minute walk away. Alternatively you can use the [NCP on Arundel Gate](#) for a discounted rate of £4.50 or the [APCOA on Eyre Street](#) for the discounted rate of £3.50. To claim the discount please take your parking chip to the main reception in Owen building.

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.

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.

**Latest information:**

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 email with '**Please sign me up for event e-mail promotion**' in the subject line.