

What next?

Your personal career plan conference

Join the event

31 January 2018 | 13:30 | Bristol

PROGRAMME

13.30 – 14.00

Registration and networking

14.00 – 14.15

Welcome

Maureen Wincott, Chartered Institute of Marketing
Neil Wilkins, Cambridge Marketing College

14.15 – 15.00

What Marketers Want - the latest Research Report from Hays Recruitment

Clare Kemsley, MD of UK&I for Hays Marketing, Sales & Retail.

Clare will present Hays Recruitment's latest research findings. A report which explores the priorities of over 13,650 professionals across a broad range of professions and sectors including almost 500 marketing professionals.

Findings include 87% of marketing professionals consider themselves to be ambitious, and are driven to reach leadership positions. Whilst striving to reach top jobs, they value receiving recognition and respect for their accomplishments.

15.00 – 15.30

Personal branding - how to tell your story in a noisy world

Swarez, Artist; Blogger and YouTuber

In this inspiring talk, Swarez will share tips on how to build a personal brand. Swarez will help us understand what a brand is, and what it is you want to achieve. He will teach us how to:

- Be genuine and authentic
- Tell your own story from a listener's perspective
- Match you to your audience
- Understand the power of honesty
- Use tech (blogging, SEO, analytics, Reading scores, images)
- Develop your 'voice', and how this attracts its own audience
- Keep things simple.

15.30 – 16.00	Cream tea and networking
16.00 – 16.30	<p>The Importance of Vision Kiran Kapur, CEO Cambridge Marketing College</p> <p>Kiran will take us on an insightful and practical journey into the importance of vision and how taking practical steps towards establishing one, both personally and professionally, will help to shape our strategy, marketing plans and future success. Kiran will teach us:</p> <ul style="list-style-type: none"> • The reasons why having a vision is essential in modern business • How to integrate the vision with existing business planning techniques • How and when to craft a vision and how to make it believable • Where and how best to communicate the vision internally and publicly • How to integrate the mission statement and strategic objectives with your vision.
16.30 - 17.10	<p>Workshop 1. Choose 1 of...</p> <p>Workshop A: Writing your CV & interviewing skills with Hays Marketing. Workshop B: Personal branding with Swarez. Workshop C: Creating a vision with Kiran Kapur.</p>
17.10 - 17.50	<p>Workshop 2. Choose 1 of...</p> <p>Workshop A: Writing your CV & interviewing skills with Hays Marketing. Workshop B: Personal branding with Swarez. Workshop C: Creating a vision with Kiran Kapur.</p>
17.50 - 18.00	<p>What Next? Maureen Wincott, Network Manager CIM</p>
18.00	Close

SPEAKER BIOGRAPHIES



Clare Kemsley, MD UK&I for Hays Marketing, Sales & Retail

Clare has over 30 years professional recruitment experience. She works closely with organisations and Hays specialist consultant teams, to support recruitment strategies that effectively deliver great candidates and enhance an organisation. Clare is a passionate advocate of sharing marketing knowledge and careers support with all stakeholders, chairing regular roundtable events and supporting professional bodies such as CIM with joint training sessions. She actively participates in many University careers events and presents to many students every year in support of their future careers.

Clare is a founder member of Hays Leading Women, a fast growing and highly regarded membership group for experienced professional women from across the world of work. Hays Leading Women aims to support female executives to further progress their careers by providing a series of networking, training and professional and personal development forums.

Kiran Kapur, CEO Cambridge Marketing College



Kiran is a Chartered Marketer and Fellow of CIM, she has wide marketing experience, specialising in CRM and customer communications originally in the financial services sector. She has taught at Cambridge Marketing College since 1999 and was a CIM examiner for over 12 years. Kiran presents 'The Marketing Review' radio show on Star Radio and is the author of 4 books on Marketing.

Kiran believes if we have a vision that represents our chosen future reality we can begin to introduce examples of best practice and people who match at least part of our ideal. Continuous personal development and a thirst of self-improvement and learning is at the heart of successfully achieving a vision. For example, speakers can speak but not necessarily present, so they learn. Salespeople can sell but without an ideal specification of the ultimate salesperson, how can they know what's best practice and how to turn their potential into reality.

Kiran will explore how clearer the vision the more obvious the skills, support, learning and experience we need to fold into our lives to take us step and step towards our ultimate destination.

Swarez, Artist



Swarez is a self-taught artist. Having discovered painting only 10 years ago, he has become very successful, developed his own paint and materials, has created a unique painting environment and sells globally with no gallery support.

Swarez uses the internet alone for his business development and understands and targets his demographic with precision. He has built his brand on being unique, through offering a unique quality of service, and with an authentic voice, challenging preconceptions.