

# ASC Connect Live

## Tutor Conference - 12 July 2018

09:15 – 10:00 **Registration**

10:00 – 11:30 **Morning session**

**Introduction and Q&A from pre-sent slides** (20 minutes)

Maggie Jones, Associate Director, Qualifications & Partnerships

**Updates from Marketing & PR** (20 minutes)

James Farmer, Head of Marketing Communications

James Delves, Head of PR & Engagement

**GDPR, supporting students & ensuring their work is compliant** (40 minutes)

Mike Holland, OlsenMetrix Marketing

**CIM's position on GDPR** (10 minutes)

Teresa Folkes, Associate Director, Planning & Professional Development

11:30 – 11:50 **Morning break**

11:50 – 12:20 **Q&A panel discussion from the morning session**

12:20 – 13:00 **All things digital**

Daniel Rowles, CIM Course Director

13:00 – 14:00 **Lunch**

14:00 – 14:30 **Opportunities for growth**

Maggie Jones, Associate Director, Qualifications & Partnerships

14:30 – 16:00 **Workshops** – Delegates to attend both workshops (45 minutes each session)

**Digital qualifications - Best practice**

Andrew Morton, CIM Tutor

**Evolving the customer - Focussed CIM education proposition**

Martin Hutchins, Professional Academy