

Shoestrings and straight lines

Delegate Joining Instructions

Thank you for booking to attend this Chartered Institute of Marketing event. Here are some notes which we hope will prove helpful.

Event Venue: BPP Business School
Fitzwilliam House
2 St Mary Axe
London
EC3A 8BF

Date: 18 January 2012

Times: 16:30 Registration
17:00 Welcome by Diane Earles, Regional Director, CIM
17:05 Shoestrings presented by Steve Revill, Director, Unlimited Perspective
17.30 Panel discussion and audience Q&A session
18:00 Networking break
18.20 Straight Lines presented by Alan Moore, author of No Straight Lines
18:50 Audience Q&A sessions
19:00 Close by James Parton, Chair of TMIG
19:30 Event finish

Contact: CIM Events by [email](#) or by calling +44 (0)1628 427 340

Registration will take place from **16.30 – 17.00** during which time refreshments will be served and delegates will get the opportunity to network. If you have any specific dietary requirements please e-mail [CIM Events](#).

We look forward to seeing you on **Wednesday**. If we can be of any further assistance, or if you have any pre event queries please contact CIM Events. For any assistance on the night of the event, please contact **Diane Earles** on **+44 (0)7813 669305**.

Photographs may be taken during the event for CIM marketing purposes. If you have any objections to this and do not want to appear on any promotional material, please contact us prior to the event.

We would like to thank our sponsors for their involvement in this event. If you would like any information on sponsorship opportunities with CIM North please contact **Diane Earles** by [email](#) or on **+44 (0)7813 669305**.

Panel Biographies

Hermione Taylor



Hermione is founding director of [The DoNation](#), a sponsorship site that replaces cash with action, aiming to inspire and engage people in living sustainably. The idea behind The DoNation came to Hermione when she and a friend decided to cycle from London to Morocco in 2009, immediately after graduating from Imperial College's MSc in Environmental Technology.

Ever passionate about the environment and need for widespread behaviour change (the focus of her MSc thesis), Hermione saw the cycle ride as a great opportunity to raise support for this important cause. However she didn't like the idea of asking friends for money, and felt that the environment needed people's action more than it needs their money. Thus was born the concept of The DoNation.

Julia Shalet



Julia has had over 18 years' experience working with tech innovation. She managed every consumer product over her 12 years at Mercury/One2One/T-Mobile culminating in her role as Head of Mobile Messaging where she took T-Mobile to number 1 in the market for Picture Messaging.

From 2006-2009, as Director of Product & User Insight at weeworld.com - an early Web2.0 start up - she increased the user base from 1m to 21m and introduced new revenues of £500k per month. In 2009 she directed a project bringing a 1930s market back to life in Brixton, with the social enterprise group Space Makers.

She has been consulting for the past 6 years, as [Product Doctor](#)— where she advises on digital product development and also offers Drop In Surgeries and User Panels for Start Ups and Product Developers. Her mission is to address the lack of qualitative user involvement in product development and she has created co-development models for product challenges at all life-stages.

Justin Bowser



Justin is managing director of HTK's online business, currently focused on launching two new editions of [HTK Horizon](#); a software-as-a-service product that brings "big business" marketing and customer experience technology to the SMB sector. He is passionate about content marketing, the convergence of social | local | mobile technology, and the social psychological effects that today's marketing and customer service technology can have on consumer behaviour.

A technologist at heart, Justin started in the tech sector with BT in 1987 before moving to HTK, to grow the company from scratch into a multi £m business with his twin brother Marlon. He holds a first class degree in Cognitive Science from the University of Sheffield.

Mark Evans



Mark has over 25 years of marketing and communications experience, both agency and client side, so he's been through a number of boom and bust periods and seen their effect on marketing budgets. Following highly successful periods at major advertising and communications agencies, he set up an international marketing consultancy, RPE, in 1989. Working principally with technology companies, RPE was different in that it did not try to sell specific communication techniques and, instead, focused on the customer and identifying and bringing alive the message most likely to generate interest in a client's product.

Five years ago, Mark became an independent consultant specialising in assisting technology companies of all shapes and sizes in the development of their proposition, messaging and go-to-market programmes. In 2009, Mark joined [Positive Momentum](#) and utilises his marketing skills and considerable business experience to help them not just survive, but achieve profitable growth.

Steve Revill



Steve is a Chartered Marketer and Fellow of the Chartered Institute of Marketing, with over 14 years of Business-to-Business strategic marketing experience in a number of industry sectors. He spent the early years of his B2B Marketing Career at Hewlett-Packard, where he held a number of roles in marketing and proposition development.

Following over a decade in Senior Marketing Management roles within the Financial Services (Barclays, RBS) and Professional Services (BDO LLP) sectors, Steve now advises clients of all sizes and sectors on how to create marketing strategies that generate maximum return on investment. He will be chairing the Shoestrings panel discussion.

Thibaut Rouffineau



Thibaut is VP Developer Partnerships at [Wireless Industry Partnership \(WIP\)](#).

A community and passion builder with a mobile edge, Thibaut has been active in the mobile, telecom, software world for the past 10 years as an all-rounder from the research labs, to the telecom shelter, from core network to core OS, from photons to airwaves and from product management to community management strategy.

Over the past few years he has been heavily engaged in the migration of the mobile industry towards a more open and community led approach to development and innovation, especially active in developing the Eclipse and Symbian communities but also supporting operators and OEMs devise their developers program.

Thibaut holds an Msc in Telecommunication from Telecom SudParis, is an Accredited Chartered Marketer and regularly lectures at Oxford College of Marketing.