

CIM South West Digital Marketing Conference 2013

The essentials of digital marketing success; today and tomorrow

6 March 2013

University of Exeter Business School
Streatham Court, Rennes Drive, Exeter, EX4 4ST

OUTLINE PROGRAMME

15:00	Delegate arrival, registration, coffee and networking
15:15	OFFICIAL OPENING AND WELCOME ADDRESS Andrew Morton, South West Education Ambassador; CIM
15:30	Social media isn't just for customers! Why should social media get social? Simon Hughes, Global Marketing Operations; Microsoft
16:15	What the future holds. An insight into future digital trends and technologies. Finn Ryan, Digital Product Development; The Times and Sunday Times
17:00	Refreshment break
17:30	Turning knowledge into profit. How digital generates a strong ROI. Damian Ryan and Calvin Jones; Authors of 'Understanding Digital Marketing'
18:15	Ask the expert. See how they might turn your challenges into opportunities. Andrew Morton, South West Education Ambassador; CIM Simon Hughes, Global Marketing Operations; Microsoft Finn Ryan, Digital Product Development; The Times and Sunday Times Damian Ryan and Calvin Jones; Authors of 'Understanding Digital Marketing'
19:15 - 20:00	Buffet and Networking
Note	A copy of the book 'Understanding Digital Marketing by Damian Ryan and Colvin Jones is included in the ticket price.