



With the support of:



PRIFYSGOL CYMRU

Y Drindod Dewi Sant

UNIVERSITY OF WALES

Trinity Saint David

28 November 2014 Carmarthen

Are you measuring the right thing?

Marketers are criticised for failing to measure the results of their activities and yet in this digital age we appear to be overwhelmed with metrics. Why should we measure, what should we measure and how? These are the key questions for marketers today and will be answered by our expert speakers.

Venue: Teifi Suite, The Halliwell Conference Centre, Trinity College, College Rd, Carmarthen SA31 3EP.

Programme:

9.00 – 9.25	Registration, tea/coffee and Danish	
9.25 – 9.30	Welcome	
9.30 – 10.00	Sharing data – creating insight	Adrian Lawes, Director, Consumerdata
10.00 – 10.30	User Insight - measuring the user experience	Alison Saunders, Head of User Insight, ONS
10.30 – 10.45	Comfort break, tea/coffee and biscuit	
10.45 – 11.15	Measuring digital, with a focus on Google	Alun John, Marketing Tom Media
11.15 – 11.45	Measuring effectiveness of multi-channel strategies through Attribution modelling	Sameer Rahman Head of Planning and Propositions, GoCompare.com
11.45 – 12.05	Econometric modelling to measure cross-channel effects of offline and online media	Sameer Rahman
12.05 – 12.30	Q&A	

Just £20 (inc. VAT) including refreshments on arrival and mid-morning.

Book online at <http://www.cim.co.uk/events> or call 01628 427340.



Data and customer insights

Alison Saunders, Head of User Insight at the Office for National Statistics

Alison is developing the organisation's online presence through maximising user testing, web analytics and search engine optimisation to create a central focus for the voice of the customer at every stage of development. She has spent over twenty years in marketing and account management and has seen some very radical and exciting changes in the way public sector organisations service their customers as they move towards a 'marketing concept'. Alison is a Chartered Marketer and a member of the CIM Wales Board.

Sharing data – creating insight

Adrian Lawes, Consumerdata

Adrian began in market research testing washing powder and cigarettes in a bygone age when door-to-door testing was still allowed. Since then he has worked in publishing, customer satisfaction measurement and journalism. He now is part owner of a specialist travel and tourism customer measurement house and a publisher of online e-zines in travel related subjects



Measuring digital, with a focus on Google
Alun John, Marketing Tom Media

Marketing Tom Media is a Digital Marketing company based in Cardiff, Wales. Our headquarters and main training facility is located in Cardiff Gate Business Park, whilst our London training is operated out of Portland Place. The company is headed up by Alun John who, for the past 12 years, has been involved in the Internet industry and has worked with a diverse range of businesses. Over this time he has helped position Marketing Tom as the leading Digital Marketing training company in Wales and in 2012 we have opened a CIM Accredited Centre in London. There are two strands to the business: Digital Marketing Training and Digital Marketing Solutions.

Measuring effectiveness of multi-channel strategies through
Attribution modelling

Econometrics modelling to measure cross-channel effects of offline
and online media

Sameer Rahman, Head of Planning and Propositions, GoCompare.com

Sameer's perceived value is as a statistician who knows about
marketing but his real value is as a marketer who knows about



statistics. He has 10+ years of experience of creating and supervising the development of predictive and propensity models, segmentation and profiling, attribution and econometrics models and prospect targeting. He has worked for both big financial services brands such as Lloyds TSB and HBOS and also smaller but successful Welsh entrepreneurial companies like BAYV and Gocompare.com. His educational qualifications include a Computer Science Engineering degree and a MBA from University of Wales. He has also completed the CIM Post graduate diploma, Diploma in Web Analytics (CIM), Certificate in Digital Marketing (IDM) and Award in Data management (IDM). Sameer is a Chartered Marketer and a member of the CIM Wales Board.

During his session, he will cover these topics:

Attribution Modelling

- What is Attribution modelling?
- Types of Attribution models
- Attribution modelling in practice: Tools to help apply Attribution models
- Outcomes and outputs from Attribution models
- Benefits of applying Attribution models in improving advertising effectiveness

Econometrics Modelling

- Made to measure: Econometrics modelling explained
- Measuring the offline-online effect
- Getting a full picture of marketing Return on investment
- Developing models: Statistician or a Marketer's job

Contact details or for more information:

Richard Houdmont
Network Manager (Wales)
E-mail: wales@cim.co.uk
www.cim.co.uk/wales