CIM

**The Chartered
Institute of Marketing**

28 April 2015 Cardiff

Mastering Marketing Metrics

Following last year's sell-out event 'Are you measuring the right thing?' we're taking another look at this key issue for marketers. Why should we measure, what should we measure and how?

This conference is for all those looking to develop their skills and improve their marketing performance. Don't miss out on this fantastic opportunity. Network with fellow delegates and speakers – share your experiences and examples of industry best-practice.

Only £35.00 inc. VAT for CIM members and £50.00 inc. VAT for non-members, includes tea/coffee and Danish pastry on arrival, mid-morning tea/coffee and biscuit.

Venue: Victor Salvi Room, Wales Millennium Centre, Bute Place, Cardiff Bay, CF10 5AL

Book online at www.cim.co.uk/events or phone 01628 427340.

Programme:

9.00 – 9.25	Registration, tea/coffee and Danish	
9.25 – 9.30	Welcome	
9.30 – 10.00	Content Marketing vs measuring content	Richard Foulkes, Liberty Marketing
10.00 – 10.30	The use of marketing intelligence to measure design and innovation	Alan Mumby, MDI Associates
10.30 – 10.45	Comfort break, tea/coffee and biscuit	
10.45 – 11.15	Measuring social media sentiment	Jason Smith, Blurrt
11.15 – 11.45	Reputation Measurement	Ed Coke, Director of Consulting Services, Reputation Institute
11.45 – 12.25	How to measure the right thing	Sameer Rahman, Response One
12.25 – 12.40	Q&A	

Content Marketing vs Measuring Content
Richard Foulkes - Digital Account Coordinator, Liberty Marketing

Content Marketing is no longer the new thing to be doing in online marketing. It's a must. It sits in every part of your marketing, from keyword research and optimisation for your SEO needs, to sharing the content with your relevant social platforms. Despite this being the case a large majority of marketers and businesses aren't utilising the relevant tools to measure their content. Blogging with no clue what is working and what isn't. So how do you combine content marketing with measuring your content seamlessly? It all begins with your strategy and how you measure the success of your content.

Richard is a Digital Account Coordinator at Liberty Marketing. He's responsible for managing and coordinating SEO campaigns for a range of Liberty's clients. He lives and breathes SEO and enjoys the fast pace, ever-changing environment it has. A big highlight for him last year was being featured on Moz, a huge SEO resource for all marketers.

The Use of Marketing Intelligence to Measure Design & Innovation
Alan Mumby MDI Associates

Maintaining and managing the contribution of the designer in any new product or service development is a very important aspect of a project. Allowing a 'Run Away Designer' too much freedom is often heard of as a reason why everything went so wrong. The other reason cited is an unimaginative designer with limited creative ability who just wasn't able to deliver what we wanted...?!

How this this managed can be measured by a method that is simple to use, a process that incidentally is welcomed by all designers, it just needs a bit of preparation.

Alan is a professional designer and new product and service development advisor who works with companies and organisations, providing product design and branding solutions. Clients worked with include a number of blue-chip companies and many SMEs. Alan also provides design and innovation advice to a number of business support organisations including: Enterprise Ireland, Scottish Enterprise, British Council (overseas educational programmes), UK Design Council, The DTI and the Welsh Government.

Measuring social media sentiment
Jason Smith, Managing Director, Blurrt

Today, everyone is a broadcaster. Platforms such as Twitter and Facebook allow everyone to publish their views, opinions and reactions on everything from brands, TV shows, politics, sport and celebrities. It's no surprise that these social platforms have been described as the world's largest focus groups. Social media sentiment is about tapping into these social conversations to capture and analyse people's opinions. Ignoring this data is no longer an

option. How do you harness this valuable social data and how can you use it to your advantage?

Jason is Managing Director of Blurrt. Blurrt is a social media analytics platform that collects and analyses social media posts in real-time across a range of data sets, such as sentiment/emotion, topic clusters, gender demographics, contributors/influencers and geo-location. Blurrt has worked with a number of organizations across various markets providing social data insights.

Reputation Measurement
Ed Coke, Director of Consulting Services, Reputation Institute

The RepTrak® tool started out as a revolutionary idea that reputation can be measured if you have a scientific, disciplined and consistent way to capture stakeholder perceptions about a company or an organization. Today it is used by hundreds of organizations to measure, communicate and manage initiatives that impact reputation. Through our advanced analytics, we know what drives reputation across more than 15 stakeholder groups in over 25 industries and over 50 countries for more than 5,000 companies. We can also point to trends across organizations, industries, cities and countries because we have captured this data using a consistent methodology for more than nine years.

Ed Coke is Director of Consulting Services at the Reputation Institute, the world's foremost research and advisory organisation focused solely on corporate reputation.

He has over 20 years of research experience, matched with an outstanding track record of client service and commercial growth. His wide-ranging knowledge spans the full gamut of key sectors and major reputational issues such as sustainability and trust.

How to measure the right thing
Sameer Rahman, Head of Analytical Insight and Research, Response One

Data analytics poses a lot of questions to marketers today, such as: What to measure? How to measure? Which systems and software to use? Which techniques to use? What skills to have?

The session intends to provide clarity on the above questions. It focuses on the analytical and statistical methodologies that are required to provide insight-led marketing solutions. It delves into the tools and systems that need to be used to extract insight and intelligence from data. It also touches on the skills and structure of the analytical team.

Marketers will gain a better understanding of the analytical techniques, methodologies, systems and skills they need to build their analytical resources.

The main purpose of this session is

- To determine the usefulness of statistical techniques in measuring marketing performance.
- To identify which techniques and tools are more relevant within the marketing context.
- To determine what skills are needed to build your analytical resources.

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.

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