



CIM

The Chartered
Institute of Marketing

Measuring the metrics; using apps in market research - 10 May 2016

Thank you for booking onto our upcoming event, we look forward to seeing you there. Details for the day are listed below.

Event Venue:

Carroll House
463a Ormeau Road
Belfast
BT7 3GR

Date:

Tuesday 10 May 2016

Times:

Registration is from 10:45; event starts 11:00 finishing at 12:30

Directions and parking:

Please click [here](#) to view the map. On-street parking is available.

Networking tips:

Many of our delegates are already seasoned networkers, so if this is you then please ignore the attached networking tips. However, should you need some help in becoming an effective networker the attached tips might be of use.

Latest information:

In order to get the most from this session you may wish to download the following apps in advance: IPSOSAppLife and IPSOSmobile as these will be used as part of the demonstration. Both apps do not require you to log in.

For the most up-to-date information, please click [here](#) to view the event on our website.

This event has been allocated 1.5 hours of CPD which will contribute towards the annual target of 35 hours. Completing the CPD year will ensure that you receive formal recognition of your on-going development as well as enabling you to work towards achieving or maintaining Chartered Marketer status. For further information on the Chartered CPD Programme call +44 (0)1628 427273 or [e-mail](#) the team.

In the event that you have booked on behalf of a colleague and provided your own contact details, please forward this e-mail onto the relevant person. **If for any reason you cannot attend, please [contact us](#) at your earliest convenience.**

If you are a non-member and would like to receive event e-mail promotion, Please reply to this e-mail with '**Please sign me up for event e-mail promotion**' in the subject line.

Network Support Team

CIM |Catalyst of collective intelligence

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