



CIM

The Chartered  
Institute of Marketing

## Strategic marketing planning in a day

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

- Event Venue:** Royal Scots Club  
29 – 31 Abercromby Place  
Edinburgh  
EH3 6QE
- Date:** Friday 18 November 2016
- Times:** Registration from 09:45; event starts 10:00, and finishes 16:30
- Directions and parking:** Please click [here](#) to view the map.

There is no parking at the [Royal Scots Club](#), however there is on-street metered parking on Abercromby Place at a cost of £2.00 per hour with a maximum stay of 4 hours. There is additional metered parking available on Northumberland Street, Heriot Row and Drummond Place. The closest Car park is [St James Centre NCP](#), a 7 minute walk away costing £13.00 for 7 hours. For further parking options please check [Parkopedia](#).

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

This event is eligible for CPD and can be used within your annual CPD submission, for which the duration has been estimated as 6 hours within the Professional Marketing Standards category of Strategy. Completing your CPD on an annual basis ensures you receive formal recognition for your ongoing development, as well as allowing you to achieve and maintain Chartered Marketer status. For more details call +44 (0)1628 427120 or visit our [website](#).

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.

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**Network Support Team**

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