



The Chartered
Institute of Marketing

Northern Conference 2017

Conference Programme

08:30 Registration and refreshments

09:30 Welcome

09:45 Keynote speaker – Nigel Hunter, Marketing & Customer Director at Victoria Plum

Is 'fake news' changing the way people see the world?

Trump was endorsed for President by the Pope and believe it or not, was born in Pakistan. Hillary Clinton employed a body double to make public appearances for her during the US election and ran a child sex ring from a pizza parlour. McDonalds uses only the finest quality chicken breast to make its nuggets.

Not everything you read is true. Yet marketers still need to tell stories to inspire customers, whether it motivates change, encourages the buying of a product or draws people into your store. So, is 'fake news' changing the way people see the world or is it all just storytelling?

10:45 Coffee break

11:00 Workshop one

Explore: **Can place brand 'make or break' business? with Peter Andrews**

The session will explore the importance of 'Place' as part of branding and marketing strategy. Looking at the role of City branding in the Northern Powerhouse and Hull UK City of Culture, it will consider what Place branding really means and how consumer and business perceptions and associations can affect the success of cities. Place can be a vital differentiator and the session will consider how a city brand can be measured and its role in creating a successful business environment which is vital for the future Northern Powerhouse. This will be an opportunity to gain some unique insights from research into Hull as City of Culture 2017.

Evolve: **Opportunities for Northern Powerhouse in a 'Brexit' Britain with Nick Breton**

Nick, as all of us, is keeping a close eye on the 'Brexit' situation, to make sure his session will be right up-to-date. The content of his workshop will depend very much on how things evolve – what the government's plan is and the progress of HS2 to name a few issues. He promises to be pragmatic, positive and forward-looking and focus on how business can leverage the benefits and overcome any downsides of 'Brexit'

Excel: **We're leaving the EU so why visit Britain? with Richard Bryan**

Richard's session will focus on the views of international tourists to the UK and uncover perceptions of visiting Britain since we voted to leave the EU. Delegates will get the chance to put their views forward as to how Britain could now be promoted to the world of prospective international visitors. To help delegates formulate their views Richard will present a series of vox pop interviews that Qa Research undertook with international visitors especially for the CIM conference. This interactive and fun session will allow delegates to see fresh customer insight data and have a go at using it to come up with new ideas to promote Britain to the world.

12:00 Lunch

13:00 **Workshop two**

Explore: **Using integrating communication to boost marketing credibility with Andrew Sherratt**

In this workshop Andrew will explore how integrating marketing communications will boost the credibility of marketing and marketers. The workshop will cover internal communication and marketing; using communication to deliver value to customers; communicating for brand management and developing integrated communication mixes using online and offline tools for internal and external customers.

Evolve: **Driving competitive advantage to win new markets post Brexit with Louisa Moger**

Louisa will look at how the region and individual companies can prepare to take advantage of new growth opportunities through driving strategic marketing capability. Her session will cover a strategic approach to global markets to exploit the opportunities presented by 'Brexit'; the characteristics of an attractive market opportunity; the tools and models available to match your capabilities with the right market opportunities and what competitive advantage looks like in any market.

Excel: **Business transformation with Adele Ghantous**

In this session Adele will discuss the challenges that marketers face every day. In the increasingly complex digital landscape, the proliferation of channels, touchpoints, data sources and marketing technologies are making it extremely difficult for marketers to operate efficiently, effectively and within policy. Attendees will learn how to break silos in their organisation by streamlining ways of working and breaking down silos across all stakeholders in the marketing delivery process; leveraging marketing technology standardisation to bridge the gap in the organisation; creating an environment of transparency and accountability within the brand organisation and across their partner agencies, to better assess marketing performance; achieving efficiencies, effectiveness and compliance, and sharing knowledge and best practices.

14:00 Tea break

14:15 **Workshop three**

Explore: **The secret of making money with Cliff Burgin**

This session will look at how businesses can make money from their pricing strategy. A very important 'p' which is often overlooked, Cliff will bring pricing centre stage and help you develop a strategy that will ensure profits are maximised and sustainable growth can be achieved.

Evolve: **The evolving role of marketing with Ian Dowd**

Ian will look at a range of issues facing marketers and will try to answer the following question 'what is Northern Powerhouse and 'Brexit' and what does it mean for the modern marketer?' The session will then address the paradox of Northern Powerhouse and 'Brexit'; the lessons we can learn from history and how marketing has responded, and managing a marketing function in today's digital environment.

Excel: **GDPR and data-driven marketing; how to excel with Duncan Smith**

Data-driven marketing and fuelling your predictive marketing with individual level customer insight is no mean challenge! It requires a marketing team of exceptional skill and knowledge. You'll need to combine a unique mix of data analytics, change management and privacy law skills. Join Duncan Smith to learn how to tackle the new General Data Protection Regulation (GDPR) and excel at data-driven marketing.

15:30 Keynote speaker – Phil Batty, Director of Marketing, Communities and Legacy for Hull City of Culture 2017

What UK City of Culture has done for Hull

Phil will be talking about how the UK City of Culture project has helped transform perception of the City and developed a strong brand for Hull as a cultural destination. He was a volunteer on the Hull 2017 bid team and so has been involved right from the start. In his role at Hull 2017, Phil leads on all aspects of marketing and community engagement, including the development of the learning and volunteer programmes. The ambition to bring 1 million extra visitors to Hull throughout the year is being driven by high profile national and international marketing activity designed to change perceptions of the city on a global stage. The aim is to deliver on the promised set out in the original bid put forward in 2013: To increase cultural participation amongst local residents and engage over 4000 volunteers, leaving a lasting and tangible legacy for the city, through working with a range of partners from schools, colleges, creative businesses, health groups, local tourism and training bodies.

16:15 Closing remarks

16:30 Finish