



CIM

The Chartered
Institute of Marketing

AGENDA

09.30 – 10:00 Arrive

10.00 – 11.00 Marketing Practice: What can we learn from other professions?

Professor Nic Beach (Chair of British Academy of Management) and Professor Katy Mason BAM vice-chair)

11.00 – 11.30 Coffee

11.30 – 13.00 Innovative practice: New insights

Includes: Seeing the customer differently: combining behavioural economics, neuroscience and the customers journey (Neil Davidson, Managing Partner, Hey Human)

Reframing categories through branding (Susan Vidler, Head of Research, Harris Interactive)

14.00 – 15.15 Workshops: Sharing Marketing best practice

Improving marketing's internal influence (Dr Keith Glanfield)

Tools and models, secret weapon or self-indulgence (Dr Gary Burke)

Networks, the role and value of agencies (Dr Carola Wolfe)

15.15 – 15.45 Coffee

15.45 – 16.45 The future of marketing practice

Keynote address: Chris Daly, Chief Executive, Chartered Institute of Marketing

Panel discussion and plenary (chaired by Dr Keith Glanfield)