



CIM

The Chartered  
Institute of Marketing

## **Northern Conference 2018**

### **Marketing Horizons**

#### **Conference Programme**

The CIM northern Conference, now in its eighth year, will once again offer exceptional learning and networking opportunities. This year's theme is 'marketing horizons' and we'll be looking at current marketing best practice and what is around the corner, with two keynote speaker presentations and a choice of workshops, streamed to cater for all levels of marketing experience.

There will be three workshop sessions during the course of the day, of which you'll be able to attend one workshop per session pertaining to your skills and knowledge – explore, evolve or excel.

08:30 Registration and refreshments – with tea/coffee and Danish pastries

09:30 Welcome from Andy Crane

09:35 Keynote speaker – Scott Allen, CMO at Microsoft UK

#### **Digital transformation**

Digital transformation is all about the here and now. Scott's presentation focusses on 'what is meant by modern marketing' and aims to tell the story by covering the following:-

- Setting the scene around digital transformation
- Modern marketing – what's it all about?
- Insights: The new muscle of modern marketing – start with the insights as too many only end up with them
- Getting the attention of your audience in a digital world is harder than ever – The notion of 'one by one marketing'
- Don't forget your team in your modernisation journey
- Five key things to take away

10:30 Coffee break – with tea/coffee and biscuits

10:45 **Workshop one**

**Explore: Increasing productivity with MS Office: What every user should know (but probably doesn't) with Chris Steele**

MS Office is crucial to all areas of business and one of the most important 'work tools' yet most users are self-taught and as a result do not use the software correctly. When MS Office was initially adopted by businesses, there was an assumption users would be able to make a smooth transition from the paper based office to the new digital way of working, but the reality is that most users are repeating the same ineffective, time consuming practices on a daily basis. During the workshop Chris will demonstrate a wide range of simple skill and shortcuts that all MS Office users should be aware of to improve communication, automate everyday tasks, streamline processes, enhance collaboration, increase quality and save time.

**Evolve: How can AI and blockchain disrupt digital marketing? With Sara Simeone**

In this workshop delegates will have the opportunity to develop their knowledge and brainstorm ideas on how to leverage blockchain and Artificial Intelligence (AI) for their own digital marketing strategy.

**Excel: The journey to 'There' with Ian Murray**

The journey to 'There' is a simple tool that takes fear out of strategic planning. This session will walk you through the process of visualising the future and creating a clear road map that identifies the objectives, the potential obstacles, and the distance between where you currently are and how far you need to go to get 'THERE'. With it are the 'hows' that everyone involved can participate in creating – therefore making it 'real' to the individual contributor and inspiring ownership.

11:45 Lunch – a hot buffet of chilli con carne/vegetable pasta bake/fish & chips, with fresh fruit platter and an assiette of mini desserts with tea and coffee refreshments

12:45 **Workshop two**

**Explore: International marketing for manufacturers with Stephen Lloyd/Richard Gay/John Bignall/Simon Crosby and Mark Sutherberry**

This session will provide advice and guidance for organisations looking to export. Starting with a general overview on the theory of international marketing, then illustrated by an entrepreneur who has been there and done it many times, coupled with key hints and tips from the Department for International Trade (DiT) and the Manufacturing Technology Centre. The workshop will conclude with a Q&A session for the audience to quiz the experts.

### **Evolve: Instagram – making your brand instfamous with Tanya Hemphill**

In this thought provoking and practical session, digital marketing expert Tanya Hemphill, will be looking at Instagram strategies followed by different brands and provide examples of best practice. The session will include the following:-

- Influencer marketing strategies
- Finding and engaging the right audience for your organisation
- How to convert followers into business leads
- Instagram tools to save money, measure results and optimise your campaigns
- Integration with other channels

### **Excel: Advertising: The stuff all marketers should know with Scott Boyes**

Advertising is one of the most important tools that any marketer has in their armoury; highly effective advertising helps build strong brands, and will drive sales today as well as driving long term, sustainable, profitable growth for your company for years to come. Yet billions upon billions of pounds are being wasted each year on ineffective and inefficient marketing communications, and marketing budgets right now are probably under more pressure from the CFO than at any time since the last recession. What on earth is going on? In an era obsessed by the promise of big data, distracted by the ability to adjust campaigns in real time, pre-occupied with audience fragmentation and microtargeting, and seduced by the siren song of emerging tech, have marketers lost sight of the bigger picture? This session aims to shine a light on the effectiveness evidence already available help you make better and more informed decisions.

13:45 Coffee break – with tea/coffee and biscuits

### 14:00 **Workshop three**

#### **Explore: It's all about behaviour, geo-location and psychographics with David Edmundson-Bird**

In this workshop, delegates will explore the opportunities that digital creates when marketers abandon age, gender, income and education as ways to identify target audiences for communication and engagement. The session will look at the following:-

- The different kinds of behavioural targeting you can explore (and explore the concept of intent)
- How you can use geo-location as a way to understand situations
- How you can explore psychographic qualities to understand the context of potential audiences.

### **Evolve: Ten steps to planning your first inbound campaign with Christina Hamilton**

Creating a connected customer journey across all channels is now vital to engaging and retaining consumers. However, most companies find it challenging to create a single view of the customer which is compounded by the noise coming from multiple channels. In a recent Hatchback poll 74% of marketers cited 'saving time' as marketing automation's biggest benefit, followed by 80% of businesses reporting that marketing automation increased the number and quality of leads delivered. It's safe to say marketing automation has easily earned its reputation as a transformative tool. This workshop takes you through ten easy steps to get you up and running and planning your first inbound campaign.

### **Excel: Three challenges for Marketing Directors with Andrew Davis**

Andrew has spent the last 20 plus years working closely with marketing teams and knows how to maximise the return for organisations. In this session Andrew will spend time working with delegates discussing three things that executives responsible for marketing strategy are wrestling with and how working with Sales Directors and their teams really works. The three challenges are:-

- Who owns marketing?
- How is marketing automation changing behaviours?
- How to get sales to open up and work with marketing?

15:00 Coffee break – with tea/coffee and biscuits

15:15 Keynote speaker – David Low, Principal Evangelist at Amazon Alexa Skills Kit (ASK) EU

### **Give your brand a voice**

16:10 Closing remarks

16:30 Finish