

How to create award winning campaigns –

02 July 2019

Presenter: James Ellis

Presenting: Product launch: Best use of advertising, live marketing & events



James is B2B Marketing leader with over 12 years' experience of working within the Construction Sector for Travis Perkins Plc, Saint Gobain, Kier and current Certsure. His presentation will focus on the multi-award winning campaign delivered by Certsure for the new 18th Edition Wiring Regulations that focused on delivering great customer experience for Electrical Contractors.

The integrated Sales & Marketing campaign had challenging objectives, using new mediums for the Construction Sector. With all successful campaigns it was successfully delivered through:

- Both the internal and external communications channels
- Utilising data to effectively deliver segmented communications across multiple channels
- Effectively using new mediums never used within the Construction Industry – Live Events

The 18th Edition campaign has secured awards at the Construction Marketing Awards 2018, Eventex Global Awards 2019, CIM Marketing Excellence Awards 2019 including the prestigious Chairs Award.

If you cannot attend the CIMCIG event on July 2nd, feel free to connect on LinkedIn

<https://www.linkedin.com/in/jamesrobertellis/>

Presenter: Anna Hern

Presenting: Campaign Strategy and Management - focusing on the Why? as well as the What?



Anna Hern owns Ridgemount PR - a marketing consultancy that has specialised in the construction industry for 30 years. During her career, Anna has developed PR teams to support some of the biggest brand names in the construction sector and is always expanding the range of services provided by her team as customer demand develops.

Anna's presentation will focus on an integrated promotional campaign that stretches the definition of PR and represents the broad-ranging, multi-disciplinary approach that is required to produce the best results.

Presenter: Justin Radcliffe

Presenting: What judges look for



Justin Radcliffe has been CEO of the Council for Aluminium in Building (CAB) since 2001 and is also a non-Executive Director of GQA Qualifications. CAB is the leading Association for the architectural aluminium supply chain in the UK with over 130 members. Previously Justin held senior roles with Metal Box, RTZ and the Aluminium Federation. He has been actively involved in the Chartered Institute of Marketing since 1992 with roles including vice Chair, Gloucestershire

Branch and a part of the CIM Mentoring scheme.

Presenter: Ross Sturley

Presenting: Top 10 tips for creating a winning entry



Since moving on from early beginnings in the entertainment business, Ross has been in various sectors of B2B media for many years. As well as eight years in the Construction and Property sectors working on Construction News, Architects' Journal, New Civil Engineer, Interbuild, Civils and others, Ross has experience working in hospitals, nursing, pharmaceuticals, science and retail sectors.

His career in the media provides a fascinating insight into the marketing efforts of others, and he remains passionately committed to helping shareholders and senior management everywhere understand the value that quality marketing can add to a business..

Now Principal of Chart Lane, a marketing strategy consultancy specialising in construction and property, Ross is a contributor and columnist for Construction News, and B2B Marketing magazine, and has spent the past twenty years involved in CIMCIG committee.