



Why Do Companies Make Weak Marketing Strategies and What Can You Do About It?

TUESDAY 15TH MARCH, 2005

CADMAN CONFERENCE SUITE, STAFFORDSHIRE UNIVERSITY, STOKE-ON-TRENT

Making strategy is the most important thing marketers do, yet too often we do it badly, going through annual planning rituals that create little value and bear little resemblance to what we were taught. Ask most marketers and they will tell you that you can't apply the text book in the real world. New research from Cranfield School of Management reveals important practical lessons about how great companies make strategic marketing planning work for them. The presentation will include:



- How to tell the difference between a strong marketing strategy and a weak one.
- Why so many companies make weak strategies.
- How to adapt a strategic marketing planning system to create a strong strategy in our own markets.

Dr Brian Smith is a Visiting Research Fellow at Cranfield School of Management, and Director of PragMedic, a specialist strategy consultancy. He has recently completed his PhD under the supervision of Professor Malcolm McDonald in the area of strategic marketing planning. He is the author of various specialist papers and books and writes the monthly Research Watch column in Marketing Business magazine.

Cost

CIM Members / Students £10. Guests £15

Please keep this part of the form as your VAT receipt (NB no tickets or other receipts are issued).

VAT No UK 302 2509 13 CIM Holdings Ltd, Moor Hall, Cookham, Berkshire, SL6 9QH

Buffet and networking from 6.30pm

Welcome and Presentation from 7.00pm

CPD: 3 points in Category 10

Venue

Cadman Conference Suite, Staffordshire University, College Rd, Stoke-on-Trent
www.staffs.ac.uk/maps/stokecampusmaps.pdf

Booking Form: Why do companies make weak marketing strategies?

Book by card at www.cimmidlands.co.uk or post with cheque ('Chartered Institute of Marketing') to Rae Coton at the address below.

| | |
|---------|----------------------------------|
| Name 1 | Membership No |
| Company | Member [] Student [] Guest [] |
| Address | |
| Tel | Email |
| Name 2 | Membership No |
| Company | Member [] Student [] Guest [] |
| Address | |
| Tel | Email |

regional co-ordinator: Rae Coton
 17 Dordon Close, Shirley, Solihull, West Mid's, B90 1AH

email: admin@cimwestmidlands.co.uk
 telephone: 08707 770825



Book by credit card at www.cimmidlands.co.uk