

Winning customers in the digital age

Power of Marketing 2011

The Chartered Institute of Marketing's annual East Midlands' conference, the Power of Marketing, will be held on Wednesday 9 November 2011 at the Nottingham Belfry Hotel, near J26 of the M1. It is the largest marketing conference in the Midlands and one of the largest of its type outside London. This is *the* event for anyone involved in marketing in the region, and this year's theme is 'winning customers in the digital age'.

In the morning, delegates attend two out of three interactive workshops and the afternoon is focused around cutting edge presentations. The event includes four networking slots as well as a sit-down lunch. Book quickly to guarantee your place at this popular conference – last year's event sold out. The early bird discounts, which are shown on page two, will expire on 7 October 2011.

Morning workshops *Delegates can attend two workshops from the three below*

(1) Using social media to develop customer relationships (David Beard)

Social media and online networking have transformed the way we communicate. For marketers especially, social networking has changed the way we find new customers and interact with our existing ones. So how does social media fit into your business model? With over ten years' experience, David Beard of Sage UK brings a wealth of experience in helping companies define what a customer means and how best to interact with them, across both cultural and systemic contexts. He'll share his top tips on how to incorporate social media into your existing customer strategy and how to develop meaningful customer relationships.



(2) How to target your story for TV (Carol Hinds & Adjust Your Set)

Getting your message over powerfully and visually in a short space of time is a skill that can make or break the impact of your story. Whether the resulting clip is shown on TV or subsequently on YouTube or streamed on your own website, projecting the right image and story to potential customers is essential. Carol Hinds, reporter and newsreader for BBC East Midlands Today, will be sharing insights into what reporters look for in a great story, how to present yourself well on camera and top tips for preparing for your interview. Adjust Your Set will then talk about the next stage of promoting video content online in order to reach and engage with the most relevant target audience, from a branded YouTube channel to social media platforms. Using case study videos and statistics from brands including M&S and Debenhams, Adjust Your Set will explain how to choose the right channel for your brand.



(3) Using online performance marketing to win new business (Ann Stanley)

It seems that Groupon has exploded onto the web scene and everyone has bought a voucher for something. But how can you use online performance marketing – third parties to generate leads for you – to boost your business? And are companies using it properly? Is there scope to use it successfully in the B2B arena or for public sector organisations? Ann Stanley, managing director of Anicca Digital Solutions and one of the UK's leading web experts will be there to explain online performance marketing and to dispel any myths. With over 20 years' experience, Ann will be able to answer all of your online marketing queries.



Workshop preferences are allocated on a first come, first served basis. Delegates should book early to confirm their places.

Afternoon speakers

Standing out in the digital age (Robert Craven)

Digital marketing is the flavour of the month and there seems to be a plethora of self-professed experts spouting too-good-to-be-true stories. But even in this digital age, the business basics remain the same and marketers should continue to ask themselves – how do you get people to buy from you when they could buy from your competitors? Robert Craven, one of the UK's best known and sought after speakers on entrepreneurship, will address this question in ten stories that have everything to do with results. In his own unique style, which is not full of theoretical rhetoric, Robert will offer practical solutions leading to tangible business results. His recent clients include AirBus, Barclays, BlackBerry, Virgin and the Welsh Assembly to name just a few.



Strategic marketing for survival and profit (Professor Paul Fifield)

In the digital age, where organisations are constantly looking for quick results and cost savings, the more strategic issue of managing and redefining marketing in an era of uncertainty and unpredictability is often forgotten. Has the internet enticed marketers to look for instant solutions rather than take on the more difficult task of thinking what the fundamental shifts in the environment mean for their organisation and the future of marketing itself? Dr Paul Fifield, visiting professor at the University of Southampton School of Management and College des Ingénieurs in Paris, seasoned Chartered Institute of Marketing professional and a Fellow of the RSA will discuss if and how the internet fits in with your business strategy and how you have to constantly evolve your thinking to win new clients.



Winning customers in the digital age – a case study by 3M (Ammer Ishaque)

Over the last 20 years, the internet has continued to change the way we interact with our customers. Marketers need to know how the latest digital marketing trends, such as search, social media and mobile can support their business model. 3M is widely recognised as one of the world's most innovative organisations with over 75,000 employees in 200 markets across the globe. Ammer Ishaque, eBusiness Manager will present a case study on how the health care division has incorporated the latest technology and online trends to win new customers.



AGENDA

09:30 – 10:00	Registration and refreshments
10:00 – 11:00	Workshop 1
11:00 – 11:15	Break
11:15 – 12:15	Workshop 2
12:15 – 13:00	Lunch
13:00 – 13:05	Opening remarks
13:05 – 13:50	Robert Craven
13:50 – 14:35	Paul Fifield
14:35 – 14:50	Break
14:50 – 15:35	Ammer Ishaque
15:35 – 15:45	Closing remarks

Price information

Member:	£90
Studying Member:	£80
Student:	£100
Guest:	£100

The prices above include a £40 early bird discount, which expires on 7 October 2011. Included in the rate is a bacon sandwich on arrival, two course sit-down lunch and refreshments throughout the day. Please contact the events team with any special requirements.

Please book your place at www.cim.co.uk/40482 then email your two workshop preferences to the events team (cimevents@cim.co.uk). Any problems, please call The Chartered Institute of Marketing on +44 (0)1628 427340.

Sponsors and exhibitors

This event is kindly sponsored by Sage CRM Solutions. Anyone interested in sponsoring or exhibiting at this event should email the CIM Branch Chair, Sarah Benedek (cim@benbeta.com).

Sage CRM Solutions