

Friday 25 & Saturday 26 November 2011

Marketing comes of age

Hear the latest thinking from 5 thought leaders in marketing and strategy.

Join our 21st birthday celebrations at one of central London's most historic hotels – The Charing Cross Hotel.



Gain 5 hours of CPD in category 10 (Development Events)

Friday 17.00 – 18.00

Rob Wilkinson

Director, Innovia Technology

Innovation – the strategic role.

Rob will be discussing what defines open innovation, the practices involved and how these might depart from earlier approaches. He will illustrate the talk with non-confidential examples drawn from Innovia's experience of working with blue chip companies across a range of industries and sectors. What is the role of marketing in fostering open innovation and what are the potential brand and reputational benefits?

About...

Rob is a director of Innovia Technology with broad experience of innovation across sectors such as FMCG, energy, brewing and construction. Innovia is a Cambridge-based consultancy which specializes in helping companies create breakthrough ideas for products, services and sometimes businesses. Rob's recent assignments have included sustainable batteries, next generation beverage packaging, personal cleaning in emerging economies and water treatment in India. Before Innovia, Rob worked at P&G in Pampers production and at Shell in control and reporting of air quality; he holds a PhD in experimental physics from Cambridge University.

Friday 18.30 – 19.30

John Watton

Director, Global Brand & Marketing,
Expedia Affiliate Network

Campaigns are dead. Content is King

We live in a time where customer conversations are realtime, 24x7. So why do so many marketers still stick to the old way of mega-campaigns timed when it's convenient to them, not to the customer? John will discuss why campaigns are dead and how content underpinned by smart realtime tools is king.

About...

John leads the global marketing team for Expedia Affiliate Network (EAN), an independent subsidiary of Expedia, Inc. John has 20 years' marketing leadership experience in the technology space, spanning internet, e-commerce, enterprise software and SaaS. Before joining EAN, John was at ShipServ, the leading B2B e-marketplace to the \$60bn marine & offshore supplies industry. Previously, John held marketing management positions at Cramer/Amdocs, Microsoft, Ariba, SAP and Oracle. John has received many awards in recognition of his marketing leadership and in 2009 was named Marketer of the Year by B2B Marketing Magazine. He has a B.Sc. in Computer Science from the University of Manchester.

Friday 19.45

Dinner and networking

Enjoy the fine cuisine of the relaxed, unique four star Charing Cross Hotel, mix with other members and their partners, and be there to share the success of The Levitt Group as the CIM's senior marketers network.

The Charing Cross Hotel

One of London's most stylish and elegant boutique hotels, a stay in one of the luxurious rooms at the Charing Cross Hotel promises to be a special occasion.

At the heart of London, and with Christmas around the corner, we have planned this 21st birthday event especially so that partners also can enjoy the opportunity to celebrate with us.

http://www.guoman.com/hotels/united_kingdom/london/charing_cross/index.html



Saturday 9.00 – 10.00

Richard Bowcut

Head of business development,
Rolls-Royce Submarines

The UK submarine enterprise: facing the austerity challenge through collaboration

The talk will provide an overview of the UK Submarine Enterprise as a lead-in to present:

- The unique UK Submarine market dynamics (UK defence austerity/monopsony/monopoly) and strategic challenges (cost out/performance up/sustainability in)
- The associated collaborative response currently being delivered by the UK's Ministry of Defence and key industrial entities (Rolls-Royce, BAE Systems and Babcock)

About...

Richard has over 20 years experience in the defence marketplace, specialising in strategic development, market analysis, technology appraisal, business change and enterprise collaboration.

Richard joined Rolls-Royce Submarines as Marketing Executive in 2007. Currently he is Head of Business Development with responsibility for the business strategy, customer relationship management and strategic marketing.

Previous positions include senior business management and engineering roles with Schneider Electric and Ultra Electronics.

Saturday 10.15 – 11.15

Neil Woodcock

CEO, The Customer Framework

Customer Management in a Social World

The customer management challenges identified by some of the world's leading companies.

How the power of social + CRM data can help meet these challenges.

What it means to be a 'social business'. How to use the five golden principles in your business.

Key learnings:

- Hear what social networks really mean to leading brands
- Learn how market leaders are harnessing the power of social in their marketing
- See how to create an end-to-end social measurement eco-system
- Gain insights into the bottom line benefits of becoming a social business

About...

Neil is one of Europe's leading experts and authors in Customer Management. His background in Mobil, Unilever, Accenture, McKinsey and QCI has provided him with the knowledge and experience to advise companies, practically, about how to improve bottom line profit through more effective and efficient Customer Management. He is now the CEO of The Customer Framework whose clients include Pfizer, General Motors, Coca-Cola, Diageo, Kraft, Lloyds Banking Group, British Gas and others.

Saturday 11.30 – 12.30

Dr Ian Speakman

BSc MBA (Open) PhD (Cranfield)

Multiple Negotiation Strategies: What Works When.

In the talk the intention is to introduce the five main negotiation strategies currently practiced covering each briefly for those who may not be familiar with them.

The talk will end with a description of the latest Harvard 'Program on Negotiation' hot topic of 3D negotiation. Put simply, 3D negotiating is the combination of multiple negotiation strategies in order to gain the best possible outcome, based upon the negotiator's perception of the micro-environment and potential consequences of any outcome.

But what works when? How does the good negotiator know what strategy to use

About...

Ian is currently Assistant Professor and Head of the Track; International Negotiation and Sales Management at IÉSEG School of Management at the Catholic University of Lille, France. His primary research interests here include Negotiation, Conflict and Conflict Management Behaviour in the commercial context, particularly Personal Selling and Key Account Management. Ian is also an Associate at Cranfield University School of Management, where he tutors on the Key Account Management Best Practice open programme and the full time MBA programme, while also directing bespoke company programmes.

Prior to joining academia, Ian worked for 16 years in sales & marketing across a wide range of organisations and markets.

The Levitt Group, November 2011

Essential information

Event venue

The Charing Cross Hotel, London

Location map at:

http://www.guoman.com/en/hotels/united_kingdom/london/charing_cross/location/index.htm

Start time

Registration and informal networking in the cocktail bar will be from 16.00.

The first session will start at 17.00.

Finish time

Lunchtime Saturday 11 June 2011. Lunch will be served at 12.30 for those who would like to eat before departing.

CPD

This workshop qualifies for 5 hours of CPD study (category 10). CPD certificates will be handed out at the event.

Cost

Friday AND Saturday

Levitt Group members

£299 includes accommodation and all meals

Chartered Marketers/Fellows/Guests

£330 includes accommodation, all meals and membership of The Levitt Group

Friday or Saturday only, without accommodation

Levitt Group members

£125

Chartered Marketers/Fellows/Guests

£155 (including membership for qualifying individuals)

Friday and Saturday, without accommodation

Levitt Group members

£250

Chartered Marketers/Fellows/Guests

£280 (including membership for qualifying individuals)

Please note: The members' rate is available only to members of The Levitt Group (formerly the Marketing Network). Membership/ fellowship of the CIM alone does not qualify for the members' rate.

Accommodation and meals are included in the fee for those attending all the presentations. Those attending sessions on one day only are invited to join us for dinner on Friday or lunch on Saturday.

Cost for partners who are not attending the seminars: £10 for B&B (sharing with partner), £42 for dinner plus £14 for wine. Saturday lunch: £15.

There is a 'late booking' fee of £50 for all bookings made after 11 November 2011.

Prices shown include VAT.

Special offer

As Christmas is near, why not invite your partner and make a weekend of it? This will, after all, be a very special occasion, staying in a fabulous hotel in the centre of all the shops, galleries and theatres! So, as a reward, we are offering the first two bookings with partners, a free upgrade from a room to a 'junior' suite, normally an extra £45.



The Levitt Group, November 2011

How to book

Payment can be made with cheque (by post) or credit card (by phone). We regret we cannot issue invoices so please supply cheque or credit card details with booking. We cannot make refunds in the event of booking cancellation or non-attendance.

Please note:

Receipts will be issued at the event.

By post

Fill in the form below and mail with a cheque to:

**Region & Branches Events,
The Chartered Institute of Marketing,
Moor Hall, Cookham,
Maidenhead,
Berkshire SL6 9QH**

Cheques payable to:

'The Chartered Institute of Marketing'

By phone

Telephone with credit card details –
call **01628 427340**

Lines open:

Monday to Thursday from 8.30 to 17.30
Friday from 8.30 to 17.00

Please use this method if you would like
your partner to attend.

Booking form

I wish to reserve **member** place(s) for **Friday and Saturday** **Friday only** **Saturday only**

I wish to reserve **non-member** place(s) for **Friday and Saturday** **Friday only** **Saturday only**

Name

I enclose a cheque for £ payable to 'The Chartered Institute of Marketing'

Guest name(s)

Please forward confirmation of booking to:

Guest name(s)

Email

Guest name(s)

Guest name(s)

Guest name(s)