



Advanced
knowledge
for senior
marketers

Join us at Moor Hall to learn

Advanced Knowledge for Senior Marketers

Friday 13 & Saturday 14 November 2009

Gain 7 hours of CPD time in the hard-to-get category 2 (short course)



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Agenda, speakers and subjects

Friday 13 November 2009

Friday 5.00pm

Chris Knight

Sales and Marketing Director
International Markets for Polaroid Eyewear

International Marketing in a Competitive Consumer Market

Chris will provide us with a real world case of how to manage a globally recognised brand. Working across a huge range of competitive international markets from the developed to the emerging, Polaroid demonstrates how to use the full range of channels and international marketing tools

He will give an overview of the market, where the brand sits, and how they tackle key segments and geographies (direct sales, via distributors, JV partnerships, licensing etc).

About...

Chris is a pragmatic international marketer with almost 25 years experience in the market for eyewear. He has sales and marketing responsibility for over 30 countries in four continents via distributors and licensees, everywhere from the USA to Australia to China.

Friday 6.00pm

Cindy Barnes

Co-author of "Creating and Delivering Your Value Proposition: Managing Customer Experience for Profit" founder and CEO of Futurecurve

Value Propositions – what they are, what they're not, why they're important and how to start building one

Cindy will discuss the ideas in her new book, describing how value propositions differ from products, how they work and how great companies design and deliver them. All delegates will also receive a copy of the book.

To survive and thrive in difficult economic conditions one sensible option is to build a strong, compelling value proposition. It will enable you to engage and convert better prospects, pursue the right opportunities, improve your cost of sale, generate high levels of repeat business, keep your prices solid and deliver good margin. The chances are that you have everything you need to develop your value proposition – Cindy will take you through a 6 step process and show you how.

She will cover:

- What a value proposition is and what it isn't
- How customers understand your value
- How to decide what value you want to offer
- How to start applying proven frameworks and tools to create and develop your value proposition, culminating in a value proposition statement

- How to substantiate your value proposition so it's not just messaging
- How to create meaningful value messages that resonate with buyers and your own organisation

About...

Cindy is a product and service innovator and strategic business developer. She gained her practical experience at leading organisations such as Panavision and Capgemini. At Panavision she created, developed and brought to market a leading-edge lighting filter which is still their most profitable product to date. At Capgemini she was marketing director and created the value proposition function. She was also head of business development where she created a new business unit that had sales revenue of £83m from a zero start in 1 year. She is co-author of 'Creating and Delivering Your Value Proposition: managing customer experience for profit' published by Kogan Page in October 2009. Cindy is a clinically trained counsellor in Transactional Analysis, holds an MBA and is passionate about nature. In between sleeping, she runs a local renewable energy not-for-profit organisation and is co-founder of Transition Town Maidenhead.

Friday 8.00pm

Dinner and networking



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Saturday 14 November 2009

Saturday 9.00am

Peter Dorrington

Director of Marketing Strategy (EMEA)
for SAS Institute

B2B Marketing in the Software Industry

In this presentation Peter will give an insight into B2B marketing strategy in the European, Middle East and African region for this global leader in Business Analytics software: using real-world illustrations and practical examples of what it takes to become a leading player in this complex and competitive sector. In this 'warts and all' discussion, Peter will talk about the challenges of dealing with multiple internal stakeholders, the volatile economic climate and how to keep an R&D intensive company focused on the customer and long term business results.

About...

Peter Dorrington is the Director of Marketing Strategy for the EMEA region for SAS Institute and has more than 27 years experience in IT and computing systems. His current role is focused on supporting SAS' regional marketing operations in developing marketing strategies and programs aligned around the needs of SAS' markets and customers.

Peter has extensive experience in a range of applications of Business Analytics in both the public and commercial sectors and in such diverse areas as customer relationship management, performance management, and counter-fraud strategy & systems. He is also a seasoned senior marketer, with direct experience of implementing business transformation within marketing departments.

Originally sponsored as a systems designer by the Science & Engineering Research Council, Peter spent a number of years working with advanced computational systems and software before entering the private sector with Vodafone. He gained experience in software design, sales, and management before becoming a Principal Consultant with an independent, European IT services consultancy and then joining SAS, where he has been employed for the last 9 years.

Peter is a Fellow of the Institute of Sales & Marketing Management, a Member of the Chartered Institute of Marketing, a Member of the British Computer Society, a Chartered IT Professional and an honorary member of the Institute of Counter Fraud Specialists.

Saturday 10.30am

Ralph Stacey

Professor of Management at the Business School
of the University of Hertfordshire

Rethinking Strategic Management after the Bailout of the Banks

Recent economic events of credit crunch and recession must surely be making it very difficult to avoid questioning whether senior executives in organisations really can do what the dominant management prescriptions call for. The dominant discourse assumes, without much questioning, that small groups of powerful executives are able to choose the strategic 'direction' their organisation will move in, and realize a 'vision' for it. Surely executives at banks did not choose a bailout strategy. Recent and current economic developments are making

it more than usually clear that executives of large corporations and their management consultants, as well as politicians and their advisors, are far from sure of what has been happening and they simply do not know what is now happening, let alone what will happen in the future as a consequence of the actions they are taking. They cannot choose their own future. We, therefore need a different way of thinking about strategic management, one in which we understand how strategies emerge in complex local interactions between people.

About...

Ralph Stacey is Professor of Management and Director of an innovative Master and Doctoral program in complexity, leadership and organisational change at the Business School of the University of Hertfordshire in the UK. He is a Member of the Institute of Group Analysis. He has devoted many years to addressing the theoretical foundations of how the complexity sciences are used to understand sources of stability and change in organisations. His work on complex responsive processes elucidates a view that shifts our understanding of complexity from adaptive systems to responsive processes of relating. He is the author of a large number of books and articles which include Complexity and Organizational Reality: the need to rethink management after the collapse of investment capitalism (to be published by Routledge in December 2009).

Saturday 11.30am - 12.00pm

Annual General Meeting

A short AGM will be held to address the constitutional necessities and to allow members to suggest how they would like to see the group develop.



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The Levitt Group November 2009

Essential information

Event venue

The Chartered Institute of Marketing, Moor Hall,
Cookham, Maidenhead, Berkshire SL6 9QH

Location map at:

www.cim.co.uk/AboutCim/MoorHall/ByRoad.aspx

Start time

There will be **informal networking in the bar from 16:00** and the **first session will start at 17:00**. We will have both Friday presentations before dinner, permitting a more relaxed meal and longer for networking in the bar afterwards.

Following breakfast on Saturday morning, the **first presentation will commence at 09.00**. (It is advisable that you check out prior to the start of this morning session.)

Finish time

Lunchtime Saturday 14 November 2009. Lunch will be served after the morning session for those who would like to eat before departing.

CPD

This workshop qualifies for 7 hours of CPD study (category 2, short course). CPD certificates will be handed out at the event.

Cost

Friday AND Saturday (Levitt Group/Marketing Network members)

£250 includes accommodation and all meals

Friday AND Saturday (Chartered Marketers/Fellows)

£280 includes accommodation, all meals
and membership of the Levitt Group)

Friday OR Saturday (Levitt Group/Marketing Network members)

£100 includes dinner on Friday or breakfast
and/or lunch on Saturday (£80 if no meals taken)

Friday OR Saturday (Chartered Marketers/Fellows)

£130 includes dinner on Friday or breakfast
and/or lunch on Saturday and membership of
the Levitt Group (£110 if no meals taken)

Please note: The members' rate is available only to members of the Levitt Group/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.

There is a 'late booking' fee of £50 for all bookings made after 30 October 2009.

Prices exclude VAT unless stated otherwise.



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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.

If you require a vegetarian meal, or have any other dietary or accommodation requirements, please let us know when you make your booking and we will do our best to assist you.

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,
Berks 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 08:30 to 17:30
Friday from 08:30 to 17:00

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

Guest name(s)

Guest name(s)

Guest name(s)

Guest name(s)

Guest name(s)

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

Please forward confirmation of booking to:

Email

I require vegetarian meals on Friday 13 November 2009

Please inform us if you have any other dietary or accommodation requirements.