



CIM

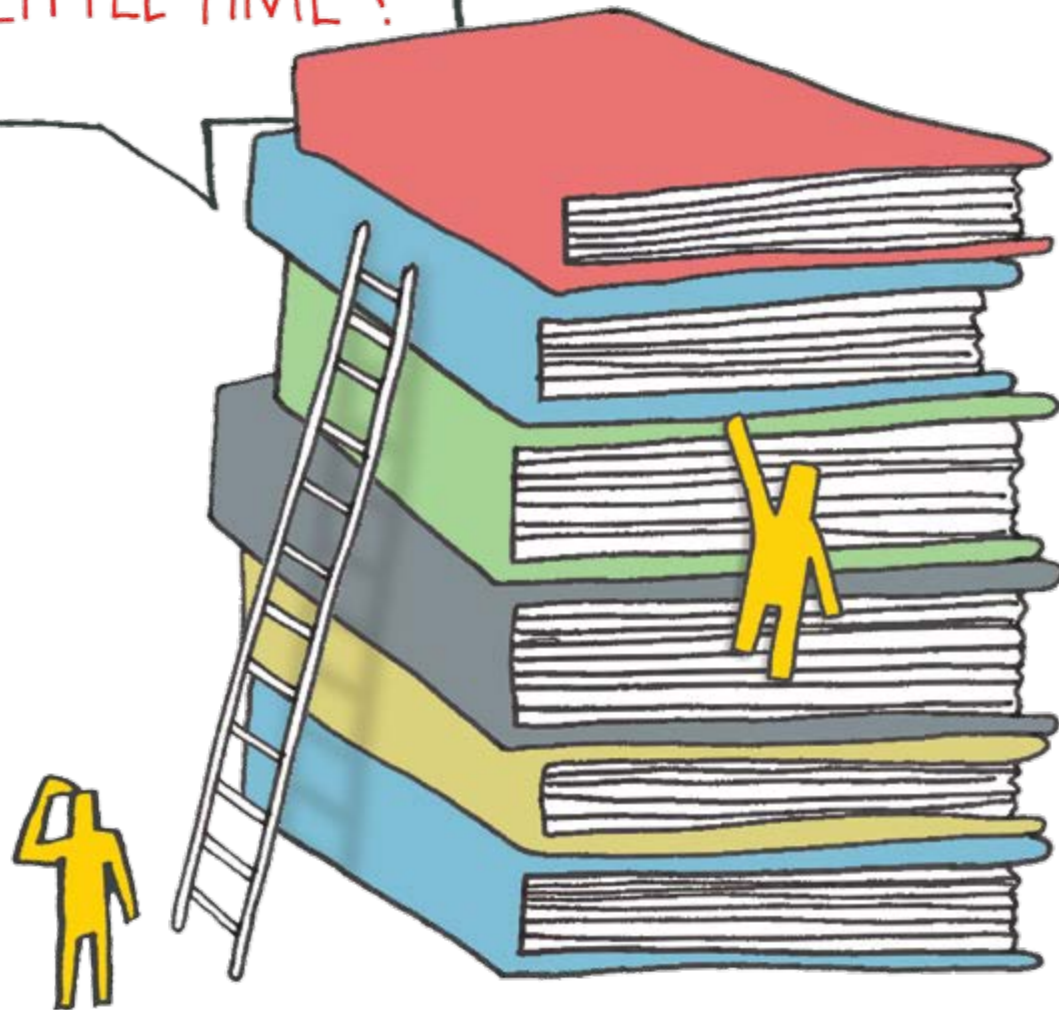
The Chartered
Institute of Marketing

The Levitt Group

Advanced knowledge for senior marketers



TOO MANY BOOKS?
TOO LITTLE TIME?



Five great minds

Listen and question five true thought leaders as they summarise their ideas about marketing, strategy and organisations.

London, Friday 12 June 2015



Gain 5.5 hours of CPD



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As a senior marketer, your living depends on staying at the leading edge of thinking in your field. But how do you select which books to read? Whose thinking to follow?

You need the gist: carefully chosen thought-leaders, telling you what really matters, condensed into a manageable day. Here, exclusive to Chartered Marketers and Fellows, is your chance to get up to speed, with some of the latest thinking selected for you.

Reserve your place now

Call the CIM booking office
with your details:

01628 427340

Free book included!

Regent's University London

Based in the heart of Regent's Park, Regent's University London has a rich and diverse history and a long tradition of education and achievement. It was designed in 1811 by John Nash, the favoured architect of the Prince Regent, later George IV.

<http://www.conferences.regents.ac.uk/>



Bring a guest for a great learning experience

We would like to encourage you to bring clients and colleagues to the event.

It's a great opportunity for them to increase their learning and to network with like-minded senior marketers.

It's also your chance to thank them for their custom and support, as well as to share with them the level of expertise you maintain and at which you are expected to work.

There's no need for them to be a CIM Member or Fellow or a Chartered Marketer or to join the Levitt Group. If they're your guests, they can come as they are.





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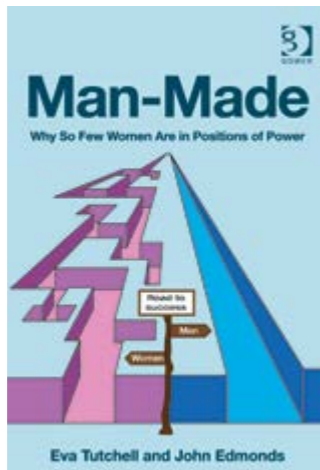
Morning agenda Friday 12 June

08.30: Registration and coffee

10.00: Arve Peder

11.30: Roddy Mullin & Colin Harper

09.00: Eva Tutchell & John Edmonds



Title: Man-Made: Why So Few Women Are In Positions of Power

About the book...

Why are business and our other institutions dominated by men? Based on interviews with over 100 successful women, Man-Made provides a rigorous analysis of why this is so and how things may change in the future.

About the authors...

Eva Tutchell is a much-cited expert on gender issues with who works with many leading organisations. John Edmonds was TUC President and is a Visiting Fellow at King's College, London.



Title: Always On: Digital Brand Strategy in a Big Data World

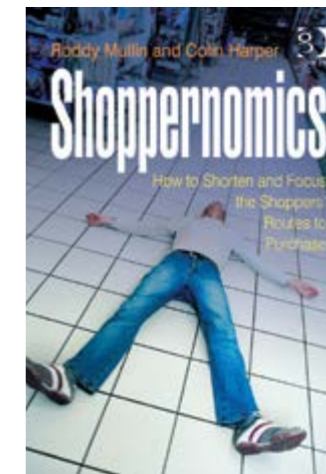
About the book...

How should we develop, implement and run a digital strategy? Always On provides an answer that focuses on people, buy-in and adapting the strategy to your specific organisational structure and your particular market environment.

About the author...

Arve Peder Overland heads up the digital consulting practice at id.mngment and has a long track record of building digital strategies for some of the world's leading brands.

11.00: Coffee



Title: Shopperonomics: How to Shorten and Focus the Shoppers' Route to Purchase

About the book...

What are the drivers and barriers to purchase? Based on research in the US and UK, Shopperonomics identifies the key actions for managing the purchasing journey. It challenges many of our existing practices that may, in fact, hinder the customer journey.

About the authors...

Roddy Mullin and Colin Harper are both well-known and respect marketers with vast practical experience across both B2B and B2C markets.

12.30: Lunch





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Afternoon agenda Friday 14 November

13.30: Alastair Ross



Title: Innovating Professional Services:
Transforming Value and Efficiency

About the book...

How can professional service firms perform better? Based on cases studies in legal, business services and consultancy, Innovating Professional Services provides insight into both the conception and execution of transformational change in this sector.

About the author...

Alastair Ross is a highly experienced change leader and author. He has consulted globally to service and industrial businesses for nearly twenty-five years.

14.30: Mark Fenton O'Creevy



Title: Shopping, impulsiveness and weapons of massive consumption

About the book...

Why are we compelled to consume? Professor O'Creevy's work describes the emotional foundations of consumer behaviour and its implications for marketers and society. His findings will challenge the way you think about your own decisions and those of your customers.

About the author...

Professor Mark Fenton O'Creevy is a world recognised authority on behavioural aspects of financial decisions and is Professor of Organisational Behaviour at the Open University.

15.30: Tea and Networking





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Essential Information

Event venue

Regent's University London, Inner Circle,
Regent's Park, London NW1 4NS

Location map at:

www.conferences.regents.ac.uk

Start time

Registration and coffee in the Tuke Common
Room at Regent's University London will be
from 08.30. The first session will start at 09.00.

Finish time

The event ends at 15.30, after which tea
is served until the event closes at 16.00.

Guests

Levitt Group members are encouraged to
invite colleagues and clients as guests, even
if they don't meet the membership criteria, as
a way of developing learning and relationships
with them.

The cost is £65 per guest, and they do not need
to be a member of CIM or join the Levitt Group.

CPD

This workshop qualifies for five hours of CPD,
category 10. CPD certificates will be emailed to
attendees after the event.

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**

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

Cheques payable to:

'The Chartered Institute of Marketing'

Become a member

Call **01628 427340**

£30 – Membership of Levitt Group

Unless you are a guest of a Levitt Group member you must be a member of the Levitt Group to
attend this event. Fellows of CIM and Chartered Marketers can join the Levitt Group at a cost of
£30 which will be payable annually.

Free book - you will be able to browse, select and take
away one of the books discussed at the event, for free. The
other books will be available for purchase.

Booking form

I wish to reserve place(s) for

Name

CIM member number

Guest name

Guest name

Guest name

Event only £65

Levitt Group membership £30

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

Please forward confirmation of booking to:

Email