



Advanced
knowledge
for senior
marketers

Join us in Leeds to learn

Advanced Knowledge for Senior Marketers

Friday 19 & Saturday 20 March 2010

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



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Agenda, speakers and subjects

Friday 19 March 2010

Friday 5.30 - 6.30pm

Neil Pakey

Deputy Chief Executive of John Lennon Airport

The Power of PR

As new head of Liverpool Airport he has already notched up 20 years in the aviation industry. He plans to connect Liverpool to every major European city, and has played a pivotal role in the turnaround of Liverpool John Lennon Airport. These days he's running it. It's owned by Peel Airports, a strong northern brand through its ownership and development of the three regional airports. It operates in a sector dominated for so long by one (almost) monopolistic player, and yet has delivered success and strong individual brand recognition for its businesses, and continues to do so.

About...

Neil Pakey is Deputy CEO of Peel Airports Limited, having been Managing Director of Liverpool John Lennon Airport from 2003 to 2008.

Mr Pakey has held several key roles for Manchester Airport plc, particularly in Marketing, Operations and Planning and during his career, he has also worked for British Caledonian Airways and Air Seychelles, where he was Director of Marketing and Industry Affairs. Neil also worked in the aviation unit of the European Commission for a three year period from 1991 - 1994 on the EU liberalisation of air transport.

Neil was Chair of the Mersey Tourism Board during Liverpool's bid for European Capital of Culture, he is an Executive Director of Durham Tees Valley Airport and a non-Executive Director of Yorkshire Tourist Board. Neil was also Chair of the AOA from 2005 to 2008.

Friday 7.00 - 8.00pm

Professor Stan Paliwoda

Strathclyde University

International Markets - the bigger picture

Professor Paliwoda's research interests are on the role of culture in international B2B marketing. The transferability of Western management models to countries of lesser development and different political regimes remains an abiding interest while global forces increasingly drive towards a pattern of standardisation of production and consumption.

About...

Prof. Paliwoda joined Strathclyde University in 2004. His two previous professorial chair appointment included the University of Birmingham (1999-2004) and the University of Calgary, Canada (1990-9). Prior to this, he lectured at the Department of Management Sciences, UMIST, now subsumed within the Manchester Business School, for ten years.

He has held administrative appointments as Marketing Subject Group Head at Calgary and at Birmingham, as Head of Department of Commerce at Birmingham and as Director of Research and currently Deputy Head of the Department of Marketing at Strathclyde. He has been active in management development with regard to Poland and directed activities supported by the UK KnowHow Fund for Poland (PHARE) and the Canadian International Development Agency (CIDA).

Prof. Paliwoda has published scholarly articles, textbooks and edited collections. Until May 2006, he was Senior Examiner and Chair of the Professional Qualifications and Examinations Board of the Institute of Export. He was listed as one of the "Top 50 Gurus who have influenced the Future of Marketing", Marketing Business, December 2003, pp12-16. He is a Fellow of the Chartered Institute of Marketing, the Chartered Management Institute, the Higher Education Academy and the Royal Society for the Arts. He is listed in "Who's Who in the World"; "Who's Who in International Business and Research" and "Who's Who in Business Higher Education".

Friday 8.15pm

Dinner and networking

The Levitt Group

The Levitt Group was formerly the Marketing Network. It is The Chartered Institute of Marketing's special interest group for senior marketers.

The Levitt Group exists solely to maintain and develop the knowledge, skills and capabilities of its members. Its focus is on strategy and organisational competitiveness at the leading edge of marketing knowledge.

Membership of The Levitt Group is restricted to Chartered Marketers, Fellows of The Chartered Institute of Marketing and graduates of The Institute's Intensive Diploma programmes for senior managers.



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Agenda, speakers and subjects

Saturday 20 March 2010

Saturday 9.00 - 10.15am

William Higham

Consumer Trends Analyst

Author of 'The Next Big Thing: Spotting & Forecasting Consumer Trends For Profit' (Kogan Page, October 2009) - *copies of the book to be distributed to delegates*

Spotting and Forecasting Consumer Trends for Profit

Trend forecasting is a comparatively new discipline, and its proximity to the worlds of fads and fashion can make some people wary of its commercial effectiveness. But as an early warning of how market needs and behaviours are changing, and of the threats and opportunities they offer, it can provide genuine benefits - especially in times of flux such as we are living through now. But how do trends work, what differentiates them from fads, how can they be predicted, which ones need to be monitored and which can be ignored, and how can they benefit companies on a practical level?

About...

William Higham has worked with consumers for almost 20 years. He began his career in the entertainment industry: co-ordinating marketing and communications campaigns at Sony, Virgin and then Universal, for artists from Michael Jackson and The Rolling Stones to Joe Strummer & The Verve. He moved into research in 1999, working as a consultant for global trends network Breaking Trends. He is frequently quoted in the Media: from 'The Times' to the 'News Of The World', 'Cosmopolitan' to 'The Economist'.

He has been interviewed on radio and TV - from Channel 4 to Radio 4 - and is a popular conference speaker. He runs future trends and consumer research consultancy The Next Big Thing, which studies and predicts consumer change patterns and locates new consumer markets across a range of industries and demographics, with particular focus on Entertainment and Media. The company runs trend workshops, focus groups and field surveys, and is regularly commissioned to write future strategy reports. Clients range across media (Hachette to News international) entertainment (BSkyB to Universal Music), technology (AOL to Siemens), finance (Barclays to HSBC) and food (Aga to Budweiser). The company also produces consumer trends studies for media agencies, from Mindshare and Mediacom to OMD and BBH.

"His insights into consumers provided us with really useful stimulus material." Wayne Garvie, Head of Entertainment, BBC

"His research has contributed to many successful marketing campaigns." Brian Berg, Managing Director (TV), Universal Music

"His insights have taught us a great deal about a variety of UK consumers." Robert Wagner, Director (Trends), Siemens

"[Higham] cuts through the hype to reveal what is really going on out there." Jo Rigby, Head of Insight, Omnicom Group International

Saturday 10.45 - 12.00am

Helen Curtis

Head of Marketing for the Global Portfolio, BT Global Services

Insight into the hidden P's - Proposition & Partners - adding some magic to the mix in a recession

We have all heard and are hopefully deploying the strategic marketing mix of the 7 P's in our marketing planning and executing. In a tough economic climate businesses need to consider what else they can add to the mix to help them have a greater impact and drive more leads for the business. BT Global Services has been no different and during this presentation Helen will share her experiences of marketing a global services portfolio during 2009 and what she sees in 2010. In particular she will share some insight into the role of proposition and partner marketing which have helped add some magic to the mix in a tough market.

About...

Helen is a senior marketer with a wealth of global marketing experience. Formerly at Fujitsu and Intel, she's now responsible for the global marketing of BT's services portfolio in a fast moving, complex and competitive market. Her particular interest is in the application of marketing strategy in environments where the value proposition has to be delivered through partners, with all the opportunities and challenges that brings.



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The Levitt Group March 2010

Essential information

Event venue

Weetwood Hall Conference Centre and Hotel,
Otley Road, Leeds, West Yorkshire LS16 5PS

Location map at:

www.weetwood.co.uk

Start time

Registration and informal networking in the conference centre will be from 16:00 and the **first session will start at 17:30**. 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 20 March 2010. Lunch will be served at 12.30pm 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 members

£250 includes accommodation and all meals

Chartered Marketers/Fellows

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

Friday only

Levitt Group members

£145 (includes dinner) or *£122.50 if no meal taken*

Chartered Marketers/Fellows

£175 (includes dinner) or *£152.50 if no meal taken*

Saturday only

Levitt Group members

£125 (includes lunch) or *£110.80 without lunch*

Chartered Marketers/Fellows

£155 (includes lunch) or *£140.80 without lunch*

Please note: The members' rate is available only to members of the Levitt Group. 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 2 March 2010.

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.

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