

## How to book an event

Click on **UK/events** and log into the site on the right hand side of the screen. You can also set up your CIM online account at [www.cim.co.uk/register](http://www.cim.co.uk/register)

Filter by region, topic and/or type and click on the event. Click the blue button to book

Check the details before submitting your booking. For any further details, simply click into the event details as necessary.

Bookings can be made via the internet secure payment gateway. Card details entered will not be stored on the CIM.

You will receive an immediate email confirmation of your booking. You will also be given the option to download and/or print out a payment receipt on

## Benefits and rewards

- Professional status
- Access to local events in your local area
- Weekly email marketing bulletin
- Access to our award-winning member magazine
- Access to our online portal for studying members
- Access to our debates on live issues
- Access to our online career advice and job vacancy database
- Access to thousands of market and business journals online
- Access to our Helpline – save yourself some stress
- Access to our legal helpline for advice on all UK marketing issues affecting marketing
- Access to our discounted rates from suppliers on conference facilities, hotels across Europe and the UK, and car hire

## Contacts CIM Regional Board Thames Valley

**Chairman**  
Peter Brent  
W: 01494 58 020 069  
Email: [peter@mathiesonbrent.com](mailto:peter@mathiesonbrent.com)

**Vice Chair and  
CPD Organiser**  
Geraldine McIlwaine  
W: 01753 777414  
M: 07713083491  
Email: [gerry2782@hotmail.com](mailto:gerry2782@hotmail.com)

**Regional Event Coordinator and  
Membership**  
Sally Enoch  
W: 01256 769400  
Email: [sally@samelianassociates.com](mailto:sally@samelianassociates.com)

**Website, e-Comms**  
Toni Chapman  
W: 01494 676436  
Email: [toni@mileastonedesign.co.uk](mailto:toni@mileastonedesign.co.uk)

**Regional Finance Officer**  
Jonathan Perkers  
Email: [jonathan.m.perks@aet.co.uk](mailto:jonathan.m.perks@aet.co.uk)



The Chartered  
Institute of Marketing

# Thames Valley

regional events programme

# 2008

February - May

For more information

**Thames Valley administration**

<http://www.cimthamesvalley.co.uk/>

Sally Enoch

W: 01256 769400

Email: [sally@samelianassociates.com](mailto:sally@samelianassociates.com)

[www.cim.co.uk/events](http://www.cim.co.uk/events)

6<sup>th</sup> March 2006

**Developing a Marketing Strategy - Part One Have you got a compelling proposition**

This first workshop, for B2B professionals will concentrate on the most important strategic aspect of Marketing Planning - Defining your Value Proposition.

We will develop or refine your 'Value Proposition' from segmenting your target market, through customer motivation, differentiation, positioning statement to the final Value Proposition itself.

**Speaker**

Lynn Mathieson, FCIM

**VENUE:** Bucks Chiltern

University College  
Chalfont Campus  
Gorelands Lane  
Chalfont St. Giles  
Buckinghamshire  
HP8 4ADCOMPANY:  
Mathieson Brent Consulting

Time: 1730 for 1800  
Cost: £60  
CPD: 3hrs

2<sup>nd</sup> April 2006

**Developing a Marketing Strategy - Part Two From Strategy to Tactics**

Even if you have the perfect product or service, there are still many potential pitfalls in aligning the marketing, sales and service mix given the complexity of the B2B buying and decision making process.

In this session, we will look at the myriad of options open to today's marketer.

Using plenty of examples, breakout discussions and introducing processes that everyone can apply to their own situation

**Speaker**

Lynn Mathieson

**VENUE:** Bucks Chiltern

University College  
Chalfont Campus  
Gorelands Lane  
Chalfont St. Giles  
Buckinghamshire  
HP8 4AD

Time: 1730 for 1800  
Cost: £60  
CPD: 3hrs

15<sup>th</sup> May 2006

**A Picture saves a 1,000 words – Digital photography and how to commission a photographer**

This is an introductory-level course aimed at staff who want to learn more about commissioning photography.

What will be covered?

- \* Sourcing and commissioning
- \* Writing a brief
- \* Fees - what you should expect to pay
- \* Legal stuff
- \* Related services – model agencies, styling, post production
- \* Alternatives – picture libraries, royalty-free images, DIY
- \* Digitaljargon - tiffs, jpegs, dpi etc.

**Speaker**

David Hatfull

**VENUE:** Easthampstead Park  
Conference Centre  
Wokingham, Berks. RG40 3DF

Time: 1730 for 1800  
Cost: £60 for members and non-members  
CPD: 3hrs

\* *Details correct at time of print.  
Check our website for updates  
[www.cim.co.uk/events](http://www.cim.co.uk/events)*



The Chartered  
Institute of Marketing