



The Chartered
Institute of Marketing

CAMBRIDGESHIRE EVENTS 2005 FEB

SEASON 2004-05

EDITED AND PRODUCED BY PETER MANN AT BUZZ ASSOCIATES LIMITED, 45 EAST HATLEY, SANDY, SG19 3JA. 01767 651115. peter@buzzassociates.co.uk. PLEASE SEE OVER FOR OTHER DETAILS

A second – advanced – workshop on how you too can create brilliant presentations
by Powerpoint experts M62 at ARM on

Tuesday 8 February, 6.00 for 7.00 pm

Killer sales presentations 2

Presentations are about communication, if they fail to do this, they are pointless – Powerpointless.

Chas Williams, m62 visualcommunications

THIS SEMINAR IS going to be a one-hour eye opener and a must for anybody who has to use Powerpoint or who regularly gives sales presentations.

m62 visual communications is a Powerpoint specialist, routinely writing, designing and delivering Powerpoint presentations for clients worldwide. It has developed an approach to using Powerpoint that makes it a more powerful tool than most people ever imagine.

For example, in one year m62 wrote and produced 82 presentations for a client's major sales effort where each order exceeded \$2m. They were successful in 80 out of 82 campaigns – a 97% success rate.

We've all suffered 'Death By Powerpoint' – 34 slides with a blue background, headings and bullet points read by the presenter, a vast proliferation of clip art to make dull slides look more interesting, a confusion of messages and

key arguments hidden within complex jargon and fuzzy logic – poor presentation

skills propped up with a personal auto-cue.

And when is a presentation not a presentation? When the audience has fallen asleep! Or can't remember what the subject matter is.

Powerpoint is on at

least its eighth edition with more effects, more buttons and more whiz-bangs – yet most of us are doing what we did 10 years ago with acetates, except the text can fly in with an ill-timed click of a mouse button.

Here's your opportunity to look anew at Powerpoint, with tips that will improve your presentations and stop corporate manslaughter happening in front of you.

Powerpoint is not a weapon: it's a communication tool – learn to use it!



Chas Williams has over 25 years of sales, marketing and training experience. The last 13 years have been devoted to helping companies improve their presentations and how they present themselves. More recently, Charles joined Liverpool based m62 visualcommunications where he is now a partner in the company and heads up a highly successful team responsible for new business.

New Masters programme from APU

APU's *MA Marketing and Innovation* programme is for undergraduates with degrees in marketing, business or a closely related subject who wish to pursue marketing at postgraduate level – a great opportunity to explore new ideas, innovative approaches to strategic marketing planning and how to deliver better value from your marketing activities. It begins in September.

Professional marketers can fast track on to the last stage of the course if they have passed the CIM Postgraduate Diploma or have extensive experience working in the marketing industry.

Further information from Paul Weeks on 01245 493131 ext 6884, e-mail p.weeks@apu.ac.uk.

Book early

Last April when Chas White of M62 gave the first of his *Killer sales presentations*, over 100 people came to hear his talk.

Accommodating everyone was a bit of a challenge – and we almost ran out of rolls and sandwiches.

To make sure you have a seat, and a sandwich, please book your place(s) now via our booking hotline in Glasgow – see below, left.

Sell, sell, sell

Before the start of our meetings, can you talk for two minutes about your company and its service or products to a lively audience of marketing people?

Great chance to pitch – but *only* for two minutes.

Cost? Just £50+VAT.

To book your space, please ring Sue Higgins on 07801 859274.

Bring your clients and colleagues to ARM so they can enthuse about your ideas and learn more about marketing.

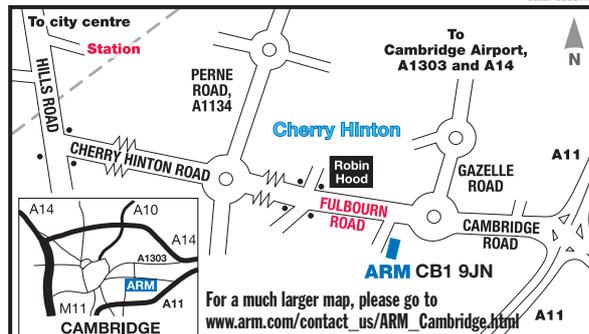
Coffee, soft drinks and sandwiches from 6.00 pm.

ARM

glasgow@cim.co.uk

Book your places by faxing, e-mailing or phoning CIM bookings, Glasgow
F 0141 221 7766
T 0141 221 7700
with your credit card details.

CIM members £10.00.
Non-members £15.00.
Students with NUS card, OAPs £5.00.
All prices include VAT.



www.cimcambridge.org.uk

By **PETER MANN**
peter@buzzassociates.co.uk

The future is broad

Actually, very broad – and free – come 2010

Professor Peter Cochrane, ConceptLabs



Peter Cochrane, OBE is currently a business mentor, consultant and angel to a wide range of companies. He has worked on systems, networks, software production, switching, and transmission; adaptive systems and management design. Formerly Chief Technologist for BT, he has also held numerous academic posts, including the Collier Chair for the Public Understanding of Science & Technology and visiting professor at University College London.

I'VE JUST STARTED to use my new 100 Terabyte PC (well, it is 2010 after all). The speed! It's brilliant! Just to think that only six years ago I was coping with a mere 2 Gig machine.

Mark you, back in 2004 life was pretty boring – you know, broadband only just becoming commonplace, all 1 Mbit/s of it.

Nothing compared to the 100 Mbit/s we enjoy now of course – I did a video conference the other day and, do you know, the quality was as good as live TV. Mark you, one tends to forget that in 2004 Korea had 10 Mbit/s, with 100 Mbit/s upgrading already under way – and no sharing *by law!* What were our telecoms people playing at?

Still PCs are PCs and what I really like is my Super iPod – every music track ever recorded all on one device in my shirt pocket. Truly brilliant!

But, gosh, was it really only in 2005 that we finally lost our grip on computer games? Almost seems funny now that our lack of bandwidth should have

killed our dominance in networked games and set Korea on its way to the top of the world league of professional games. On the other hand, look at how Wimbledon drags in all those live audiences

“It's what's taking place stage left.”

PROFESSOR PETER COCHRANE
01473 620693
petercochrane@conceptlabs.net
www.conceptlabs.net

year round just to watch people playing computer games. Funny new world we live in.

Of course, it was the threat to 3G in 2006, less than a couple of years after the first 3G phones were marketed in the UK, that caused a real stir. Never did see the sense in paying all that money – what was it, £22.5 bn (that's £35 bn in today's money!) – for the licenses.

You may remember that one of the big issues back in 2004 was whether the telecom companies' fears that broadband voice

would kill conventional telephony.

This was caused in part by their refusal to make WiFi services widely available and cheap, even free. At the time, ARM's building was one of the few in Cambridge to lay on WiFi – reflecting its key business connections with the US.

It took until 2007 before the telecoms people finally got serious with IT and killed switched networks as their cost structures overwhelmed them – beaten, as always, by bandwidth-hungry twenty somethings, teenagers and companies using mobile phones as their only communication medium.

The telecoms weren't helped by a mass of young consumers downloading stuff from their mobiles and PCs and turning it into big business by selling it to their peers – reckoning that the chance of the authorities catching them at it being pretty low.

Thank goodness all those vested interests finally saw the light and gave up *that* game!

The more enterprising were even using home

equipment to make short, high quality films at a cost with which Hollywood could never complete.

And thanks to free WiFi having finally killed the commercial providers – that all snowballed after San Jose saw many new businesses being attracted to the city – this country's talented people and companies are getting into the 'new economies' of knowledge and creativity, although if the government hadn't finally seen the benefits of lots and lots of bandwidth, it would have been very different.

Will telecoms ever grab back the initiative?

Apparently, they've still got more ideas in their labs than they know what to do with, so as long as they've learned the lessons from the last ten years they could well do so.

Then, as the futurist Peter Cochrane so wryly put it to a CIM gathering in Cambridge in November 2004, one can never second guess what consumers will do with technology.

His assertion that "It's what's taking place stage left that always surprises," still rings very true.

Book review

The Economist Style Guide

Available from www.cim.co.uk/shop

THE ECONOMIST HAS developed its Style Guide into a full length reference book. It gives advice on writing, points out common errors and clichés, offers guidance on consistent use of punctuation, capital letters and abbreviations and contains reference



material covering everything from accountability ratios and stock market indices to laws of nature and science.

A charity no more

THE CIM IS no longer registered as a charity – a decision taken recently by the Charity Commission (to be confirmed at the CIM's AGM).

The CIM's International Board of Trustees see this as a positive step in the need for the CIM to focus on

its professional members rather than to operate for the benefit of the public at large.

MR in March

OUR MARCH 2005 event has John Kearon of BrainJuicer taking a look at on-line market research – which is making the business of 'knowing your customer' cheaper, faster and simpler than ever before. **Tuesday, 8 March** at ARM.

EVERYONE IS WELCOME

Anyone who is interested in marketing is always welcome to our meetings whether a member of the CIM or not.

Our aim is to inform, enthuse and entertain.

- Mailing list queries to **Peter Mann** on 01767 651115 (phone and fax). E-mail peter@buzzassociates.co.uk.
 - Printed and dispatched by **Nightingale Press**, 01763 248393.
 - For advertising and sponsorship, please contact **Chris Lamaison** on 01223 522035.
 - If you want to receive our e-postings, please send an e-mail to peter@buzzassociates.co.uk. (Please put your full name in the subject line and mention the CIM.)
- © CIM Cambridgeshire. Text © Buzz Associates Limited.



The Chartered
Institute of Marketing
Cambridgeshire

phew
marketing • design • internet
0845 125 9070
www.phewdesign.com