



The Chartered
Institute of Marketing

CAMBRIDGESHIRE
EVENTS

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**You can't afford to suffer from technology 'jet lag', so get your thinking up to speed
at this compelling event at ARM with futurist guru on**

Tuesday 9 November, 6.00 for 7.00 pm

The battle of the bits — the need for more

Technology implications for marketers

Professor Peter Cochrane, ConceptLabs

IN A SLOW moving world, the creation of sustainable business was tough but possible. In a fast moving chaotic world, everything is transitory and short lived.

IT has just seen the equivalent of the 100 year industrial revolution in ten; we are now far more productive as a result.

But the rules of the game have changed – when:

- The half-life of companies reduces from 50 years to five.
- The half-life of employment reduces from 20 years to two.
- Employee loyalty has been significantly eroded.
- Companies employ a high percentage of temporary staff.
- Companies have to go for global markets to achieve critical mass.
- E-working and information on the screen is 1,000 fold that on paper.
- More than 25% of the workforce are road warriors or home workers.



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; human interfaces; 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.

- Outsourcing and staff reductions are no longer an option.

The needs and operating modes of companies have changed too – everything

now has to be more flexible and adaptable.

20 years ago we waited for technology to enhance our abilities and invoke change.

Today the technology waits for us – we are the prime limiter in the cycle of business change.

Some of the major changes and

challenges in the pipeline include more computers, portable devices, networks, platforms, mobility, security, risk, concentration of value and new platforms for marketing, trading and selling.

This is no time to have doubts about your ability to keep up. On 9 November at ARM, Professor Cochrane will guide you towards a positive future.

- **CIM study course - All modules.** This event qualifies for CPD.