

CIM Essex is delighted to announce the first of its events this season on

Wednesday 19th October at the Ramada Rivenhall

Uncommon Sense about Technology

Peter Cochrane is one of the sharpest commentators around on the rapid convergence of issues surrounding technology, society and business.

Twenty years ago, people balked when Peter foresaw a wholesale move to e-working and huge growth in mobile devices. But here we are in that world dominated by email and text. Now the old laws of copyright and resale will have to be thrown away and giant industries must reinvent themselves. Storage and processing power will soon cost nothing as we move into a new world of distributed ignorance and sharing, overcoming our old world of concentrated skill and control.

“The entire marketing mix concept has turned upside down in a generation; technology has enabled dramatic change in everything we do”

Understanding and foreshadowing what technology can offer next is a critical success factor for business today. On this topic, Peter Cochrane talks uncommonly good sense.



Date: Wed 19th October 2005
Time: 18.30 for 19.00
Venue: Ramada Rivenhall
Price: £10 Members, £15 Non-members, £5 Students (inc. VAT) Networking Buffet included.
To Book: Call CIM Reservations on 0141 221 7700. Last minute bookings call 01376 570156.
CPD: 1.5 hours.
 Certificates available on the night.

About Peter Cochrane...

He is the former Chief Technology Officer and Head of Research for BT at Martlesham. In 2000, Peter joined up with a group from Apple Computer and set up ConceptLabs in Silicon Valley. Peter has four honorary doctorates and has won many prestigious awards, including an OBE in 1999 for his contribution to international communications.

www.conceptlabs.net
www.cochrane.org.uk



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Directions Ramada Jarvis, Rivenhall End, CM8 3HB. The hotel is situated on the A12 between Chelmsford and Colchester

Map link on
www.cimessex.co.uk/programme.htm

www.cimessex.co.uk

has our latest events, map links, jobs, marketing directory, educational information and much more. Sign up to receive regular email alerts on marketing events being held in Essex.

Other East of England branches have websites at www.cimfolk.co.uk and www.cimcambridge.org.uk. The main website for CIM is at www.cim.co.uk

Welcome

from the Chairwoman?
 Picture of Katherine?

Information about Education
 from Katherine - College
 courses etc.?

Networking in Action

Joint meeting with the Chartered Institute of Public Relations
**Thursday 10th November at the iLab,
University of Essex**

Personal networking is a vital element in our business life nowadays. To be successful we all need to interact well, constantly expand our network of people and make it work for us. Effective networking is a skill that can be learnt and practised. Nicole Bachmann, a highly skilled and experienced networking coach, will talk to us on 'Networking for success'.

Following dinner, Jason Berry, Marketing Manager for Colchester United FC, will host and facilitate a frantic, fast and fun speed networking session. 3 minutes each with 10 people you may never have met before - but they will be in your network after this event.

Directions The iLab at the University of Essex
Constable Building
University of Essex
Wivenhoe Park
Colchester CO4 5PY
Map link on
www.cimessex.co.uk/programme.htm

Finally everyone will have the opportunity to use the superb 'iLab' (Interactive Laboratory) facility to join together and feedback thoughts and ideas on the evening.

About Nicole Bachmann...

Nicole is a masterful coach and facilitator with a strategic business background and law degree. She specialises in the personal development of business people, facilitating learning of individuals and groups as well as training business people in personal development, business communication and leadership skills.

Date: Thurs 10th November 2005
Time: 18.30 for 19.00. 21.00 finish
Venue: iLab, University of Essex
Price: £25 CIM/CIPR Members, £30 Non-members (inc. VAT)
Hot Fork Buffet Dinner included.
To Book: Call CIM Reservations on 0141 221 7700. Last minute bookings call 01376 570156.
CPD: 1.5 hours.
Certificates available on the night.

Coming up...

Search Engine & Online Marketing - 22nd February 2006
Best Practice with Phil Robinson of ClickThrough Marketing.

Learn step by step guides to successful search engine marketing. Receive a Free Diagnostics of your site to be collected at the event. Contact experts@clickthrough-marketing.com no later than 31st January 2006.

Attendees will also be given free white papers on Best Practices in Pay Per Click and Search Engine Optimisation.

To read more about ClickThrough, visit www.clickthrough-marketing.com

To book your place please call 0141 221 7700

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Calling all students

Ready for a challenge?
following on from its previous success, The Marketing Game is being held by CIM Essex again this year.

Entries are invited from schools and colleges in Essex. The event will be held during the course of one full day and will include refreshments. To enter please contact Les Smith on ??????????. You will need to have organised a team to enter the competition and should have details of all team members.

The Marketing Game will be held on Friday the 25th November 2005 at the main Ford Warley offices.

Thank you to Ford who have very kindly agreed to sponsor the event once again.



Our Sponsors

Thanks to our Sponsors this season - BL4E text - claire?



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Making Marketing Happen

Dr. Brian Smith, founder of Pragmedic talks to us on
Tuesday 6th December at the Ramada Rivenhall

How can you apply marketing theory into practice? Have the textbooks got it wrong?

Dr. Brian Smith examines the divide between marketing theory and what happens in real companies. The culmination of a five year research programme, under the supervision of Professor Malcolm McDonald at Cranfield School of Management, has shown marked differences in the way strategic marketing is implemented in various organisations.

Based on his research, Dr. Brian Smith will help you to analyse how strong, useful marketing strategies are created regardless of the size of business, why they work and why no

one size of marketing planning fits all.

If you want to understand how strategic marketing is implemented across the board in small and large companies, and have a desire to make marketing happen in yours, then this presentation is for you.
www.pragmedic.com

Date: Tues 6th December 2005
Time: 18.30 for 19.00.
Venue: Ramada Rivenhall
Price: £10 Members, £15 Non-members, £5 Students (inc. VAT)
Networking Buffet included.
To Book: Call CIM Reservations on 0141 221 7700. Last minute bookings call 01376 570156.
CPD: 1.5 hours. Certificates available on the night.