



Autumn 2009

Welcome



Firstly, we would like to welcome you to our regional newsletter. In this issue we are focusing

on updates from the ambassador programme, now in its second year, and news from your branch together with details on events happening across the region. There is a busy autumn event programme planned, I hope you are able to join us.

Secondly, it is with great sadness that I report the sudden and untimely death of Mike Warne whilst on a family holiday in Greece. Mike was a member of our region and for many years was our regional director when our region also covered South Wales. Our thoughts are with his family and friends at this very difficult time. Any messages of condolence should be sent for the attention of Hilda Clancy-Mulvenna, membership services at Moor Hall, who is coordinating them to help support the family.

Phil Comer
Regional board chairman
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Less smoke, more fire

The Chartered Institute of Marketing's head of research, Mark Stuart (left), is touring the South West presenting a paper on 'social marketing' as part of the latest 'Shape the Agenda' white paper this month. Mark explains, what attendees can expect.

Social marketing is the application of techniques from commercial marketing for social good. Currently, the UK government is recognising its importance with considerable investment being allocated to social marketing, particularly with the NHS. The aim is to use techniques that understand how and why people behave in certain ways and then influence them to make positive choices. Rather than a doctor telling you not to do something because it's bad for you, social marketing illustrates why it's in your interest to change your behaviour. For example, in smoking cessation programmes social marketing approaches can identify why smokers act the way they do, what the barriers to behaviour change are, and offer solutions that will achieve 'buy-in' from the patient.

Social marketing has been highly successful in numerous ways such as in responsible drinking campaigns and anti-crime initiatives. It fits strategically with the Government's desire to focus on prevention rather than cure, and its successes are widespread. For example the NHS adverts now running on TV are very different in tone and scope from previous years, and are more effective using social marketing techniques. I'm thinking in particular of the smoke alarm 'pull your finger out' campaign.

Communication, however, is only part of a social marketing campaign – the process is essentially about building a long term trusted relationship with consumers. Social marketers build up an understanding of their behaviour, needs and barriers to change and develop strategies to motivate people to voluntarily change and adopt positive attitudes.

A significant amount of social marketing is carried out in health areas, but it has other applications too, such as in environmental schemes to influence public transport initiatives and suggest improvements.

Historically, social marketing has taken its cue from commercial marketing – but it is now reaching the point where commercial marketers can learn from social marketers. Marketers want to know how customers think, and how to best influence their set of choices, not to increase consumption or manipulate, but to highlight your product or services benefits over a competitors. Social marketers have become experts in behaviour change because they often deal with people whose behaviours are the hardest of all to change. Often they have near-insurmountable barriers to change. The fact that social marketers are so successful in creating behavioural change in difficult areas like obesity, drug abuse and anti-social behaviour is testament to their mastery of building relationships, innovating effective marketing practices, and developing a true understanding of psychology and decision-making; both at individual and broader segment levels.

Social Marketing – Shape the Agenda presentations by Mark Stuart are being held at:

- 12 Oct – Bournemouth University**
- 20 Oct – Axa Centre in Bristol**
- 25 Nov – Buckerall Lodge Hotel, Exeter**

For more information and bookings:
<http://www.cim.co.uk/events/ukRegions/sWes/home.aspx>

Driving marketing standards up in the tourism industry

Pippa Craddock (pictured below), director of marketing and development for South West Environmental Parks Ltd, owners of Paignton Zoo, Living Coasts and Newquay Zoo, accepted the mantle 'Tourism Ambassador' earlier this year.

The ambassador programme aims to raise marketing standards within the tourism industry; professional skills that will be in demand following a second turbulent tourism season. The tourism industry across the South West is incredibly diverse ranging from; attractions, restaurants, cafés, pubs and small accommodation providers to national brand hotel chains. It's also home to four World Heritage Sites, two National Parks and 13 Areas of Outstanding Natural Beauty and tourism is worth £9.3 billion to the region annually. Whatever size the business – marketing



tools and strategies are integral to business development. Many tourism businesses are small or diversification businesses and they need to ensure that they have the right skills, particularly in customer service and marketing, onboard. We need to highlight the benefits of professional marketing to these business owners and provide a sound board for marketing people.

In response to talking to colleagues and members we have developed a year long programme of events and networking activity that kicks off this October across the region. This will culminate in a conference next spring based on an agenda set by members. The event will give tourism professionals an invaluable opportunity to hone their marketing skills and share ideas and experiences.

In my role at South West Environmental Parks Ltd we recently advertised for a marketing manager and I'm delighted that about 80% of applicants have The Chartered Institute of Marketing diploma level qualification. From my point of view we have a pool of quality applicants and it indicates to me which ones are dedicated to their marketing career and professional standards.

In the current economic climate, we are all working that bit harder to keep our customers and attract new ones. I believe tourism has suffered less than other sectors but we still have to ensure the product is right and keep customer service levels high. I really hope this year's programme will inspire others to develop their skills and learn from others.

Pippa Craddock, swleisure&tourism@cim.co.uk

The Chartered Institute of Marketing travel and tourism events to look out for this autumn:

13 October 2009: **Marketing Gloucester** Gloucester Cathedral

14 October 2009: **The Future of Tourism** Woodbury, Devon

22 October 2009: **Third Annual Marketers' Dinner**
Totnes, Devon

Next spring:

3 March 2010: **Tourism Conference** Woodbury, Devon

For all event details and booking information visit:

<http://www.cim.co.uk/events/ukRegions/sWes/home.aspx>

Ambassador Updates

Marketing Directors Forum

The aim of forum ambassadors Sue Windley and Tracy Morshead, assisted by Jane Silk chair of Bristol and West branch, is to explore the interest in and benefits of establishing two marketing director peer-to-peer network forums across the region.

Bath & North East Somerset, Bristol, Gloucestershire, North Somerset, Somerset, South Gloucestershire and Wiltshire

Tracy Morshead,
swdirectors@cim.co.uk

Tracy's aim is to recruit marketing directors based in the Northern part of the South West region to develop a sounding board for marketing and management topics. The inaugural forum discussion is taking place on 20 October 2009 at the Axa Centre in Bristol. The first discussion topic is how to increase marketing's influence in the board-room and if marketing directors feel there is a need for a peer-to-peer network

and how they would like that to work. Attendance for the inaugural forum event is by invitation only but expressions of interest from marketing directors working within large corporations and organisations who would like to be involved in the future are welcome.

Devon & Cornwall
Sue Windley,
swmarketingdirectors@cim.co.uk

Sue is working to develop a peer-to-peer networking forum for board level marketing directors in the western part of the region. The forum was developed by request from marketing directors in the region who wanted the chance to discuss issues with others who have similar technical marketing expertise and understand the board level perspective. The first facilitated discussion will explore how to develop leading edge marketing strategies for growth and the direction the network should take in the future.

The forum is by invitation only and the role of The Chartered Institute of Marketing (CIM) is as a facilitator for senior level

discussion. The marketing directors do not have to be members of the Institute but a key requirement is that they are willing to share their experience under Chatham House rules.

Aerospace and Advanced Engineering

Clive Lewis, swaerospace@cim.co.uk

Work is underway to develop an events calendar and a strategy on the best way to support local businesses in the aerospace and advanced engineering sector. People are continuing to join the group to collaborate over future events and networking opportunities. Clive will also be leading a 'strategic marketing master class' in North Somerset next month at the West of England Aerospace Forum (WEAF). The workshop is aimed at marketers and leaders in SME's in aerospace and defence and will discuss how strategic tools can be applied to improve competitive advantages and identify new opportunities.

Small Business Community to work with SMEs in partnership with Business Link

It has long been recognised that one of the key weaknesses amongst SMEs is their lack of understanding and appreciation of the important role marketing plays in the success of any business – large or small. The Chartered Institute of Marketing's (CIM) Small Business Community (SBC) was developed to access SMEs and provide them with a broader understanding of marketing.

Partnering with organisations which already have wide access to the small business community is seen as the most effective way of reaching these small businesses and we have recently agreed with Business Link to work with them to achieve this objective.

Initially, we will be working through their events team in the Northern Arc to provide introductory sessions at a number of events in Bristol, Bath, Wiltshire, Gloucestershire and Dorset. These presentations, using one of the SBC toolkit modules, will be used to create an interest in better marketing and to encourage

SMEs to book into a series of marketing toolkit workshops, which will be arranged to meet demand. Each half day workshop will include two modules, there are nine in all, supported by case example material selected to suit the workshop delegates. We are still in discussion with Business Link in Somerset, Devon & Cornwall to work with their SME client base in a similar fashion. We are hoping shortly to have venues and dates for the Northern Arc agreed for the introductory sessions which are likely to be held as breakfast events in Swindon, Stroud, Forest of Dean and the Cotswolds and at Open Days in Bristol, Bath & NE Somerset and Wiltshire.

We are now looking to recruit additional SBC champions locally to help deliver these Business Link events. We are also looking for more SBC workshop leaders to come forward to offer their services to deliver

the marketing toolkit workshops. These will be CIM members and, we expect, Chartered Marketers who can demonstrate experience in running workshops or seminars.

We are reasonably confident that the series of introductory events will get underway this side of Christmas and that we shall be starting to offer workshops early in the New Year.

Richard Storey, swsbg@cim.co.uk



Food and Drink

John Taylerson,
swfood&drink@cim.co.uk

Following on from the success of this year's food and drink question time and conference, John has been working with the Food and Drink Agricultural Group to organise next year's South West Food and Drink Conference in March. The venue has been confirmed at the Royal Agricultural College in Gloucestershire with Dave Vardy, ex-director at Interbrand, lined up as the first speaker at the 'online food and drink marketing' themed event. John is also talking with the Food and Drink Agricultural Group, Chartered Institute of Public Relations, Slow Food Movement and Taste of the West on promoting membership with the Institute, organising joint events and working in partnership on the marketing interest group.

Education

Jeremy Jacobs,
sweducation@cim.co.uk

Marketing consultant and Chartered Marketer, Jeremy Jacobs, has recently taken the reins of education ambassador from Maureen Wincott. With extensive marketing and event management experience in the financial sector, Jeremy

will build on Maureen's extensive work to raise the profile of the Institute with educational centres throughout the region. He is also keen to develop an events programme that will benefit studying members and budding marketers at all educational levels and promote the value of a marketing qualification. This autumn Jeremy will be collaborating with branch chairs to develop a regional programme that offers students and lecturers a multiplicity of opportunities to meet marketing professionals and keep abreast of marketing developments.

Sustainability

Sandra Clarke,
swsustainability@cim.co.uk

The breakfast debates on sustainability in the spring had an excellent turnout with positive feedback received from those who attended. Businesses commented that they gained real value from the debates where they were able to discuss sustainability in depth and share their experiences with like minded industry professionals. Sandra is working with local champions to create more tailored activities like this for marketers and businesses in the region and welcomes any suggestions or ideas on what kind of events they would benefit from most, e.g. is there a lack of information or training in a

specific area? Sandra is also keen to hear from anyone who would like to get involved in moving the programme forward.

Information and Communications Technology (ICT)

Andrew Morton,
swdevon&cornwall@cim.co.uk
Henry Howarth,
henryhowarth651@btinternet.com

ICT professionals wanted! We are working on launching a new ICT ambassador's programme. Anyone interested in getting involved in a working committee to develop the programme across the South West should get in touch with Andrew Morton or Henry Howarth.

Andrew is currently chair of the Institute's Devon and Cornwall branch and Henry has over twenty years experience in the ICT sector. They aim to provide marketing support to South West SME's who develop or deliver new ICT services, via a support programme due to be launched next spring. Partnerships are already being developed with Business Link and SWRDA with a series of local events scheduled to discuss issues including effective consumer segmentation and delivering online marketing strategies.

News from your branch

Devon and Cornwall



Over sixty marketers attended the Riverford Farm Organics evening in Buckfastleigh, Devon, where Guy Watson treated guests to a tour around the farm and an insightful after dinner talk.

Introducing Devon and Cornwall's new branch chair – Andrew Morton



Andrew is a Fellow and Chartered Marketer. He took over the chair last spring from Mike Weed. Andrew's career has been

in marketing communication and marketing management both within agencies and on the client side in London and abroad. He relocated to Devon from London five years ago and is now director of Spiders and Milk which provides rich media and social media solutions and applications.

Andrew says; 'Mike did a really good job developing branch activities and growing membership locally, I aim to continue to develop his good works. I have inherited an active branch in Devon and Cornwall and a committee who provide their time freely and enthusiastically to plan and organise local events.'

'We are privileged to be hosting a couple of key travel and tourism events this autumn that reflects the importance of the

tourism industry to Devon and Cornwall, I hope you are able to join us on the River Dart, with after dinner speaker Simon Calder, for the Annual Marketer's Dinner taking place on the 22 October – I look forward to meeting you then.

The committee meets four times a year and new faces, who are have time to get involved and help out, are encouraged to come along. If you are an enthusiastic helper please contact Andrew Morton.

Andrew Morton,
swdevon&cornwall@cim.co.uk

Bristol and West

Networking and mentoring the theme for the autumn

The Bristol and West branch has already had a busy start to the autumn period.

In September the first networking event, held at Jack's Bar and Brasserie, welcomed over 55 marketers and we are expecting more to attend next month on 8 October 2009.

The Bristol and West's chosen charity for this year is the British Institute for Brain Injured Children (BIBIC) www.bibic.org. Not only are we trying to raise much needed funds but Chartered Marketers are helping support the management team with marketing ideas and advice.

After the successful launch of the 'Meet a Mentor' programme last year to help support and guide newly qualified marketers, we are planning on running the programme again this year and more experienced marketers are required to



(left to right) University of the West of England graduates Grant Mercer and Craig Shirley celebrated their marketing award for their innovative OCD social enterprise project entry in the BizIdeas Competition.

volunteer to be mentors. We also welcome new mentees to join the programme.

Our partner benefit programmes are already up and running with special discounts negotiated for CIM members. The 2009 CIPR South West Communicators' Conference takes place on Thursday 8 October 2009 with keynote speaker, Clarence Mitchell of Freud Communications and official spokesman for Kate and Gerry McCann. For more information visit: www.guestminder.co.uk/ciprcommunicatorsconference2009/

If you wish to find out more about any of these events or in attending a local branch team meeting, then please contact the branch chair Jane Silk.

Jane Silk, swcommerce@cim.co.uk

Dive into the Graduate Talent Pool

The Government's new Graduate Talent Pool initiative offers businesses the flexibility to trial a graduate for a potential permanent position or to recruit a temporary extra pair of hands or a specific skill-set.

The Graduate Talent Pool is being delivered across the South West by The University of Exeter, as an additional offering to the Shell Step scheme, which places under-graduates for a maximum of twelve weeks during the summer. The Graduate Talent Pool is an excellent way for companies to access talent and provides graduates with vital skills and experiences to support their future employment. Specialist teams at the University will source and help select the best suited graduate for your position. The cost to the business is £210 per week, free of tax and NI deductions. The University will manage the payroll and invoice the company direct. For further information on the Graduate Talent Pool, contact Jane Gill on 01392 263844 or e-mail J.Gill@exeter.ac.uk Further information on this national initiative can be found at www.shellstep.org.uk

Dorset

Marketers with passion wanted!

Our first branch event 'Branding Passion Brands' takes place on the 18 November 2009.

We welcome Andy Parker, brand expert and lecturer for The Chartered Institute of Marketing (CIM) who will be discussing just what makes a passion brand.

Our role on the branch committee is varied and extends beyond organising events. We are all really ambassadors for our profession and at times this involves giving something back. For example John Cornish and Richard Milton recently represented the Institute at a careers convention in Poole Grammar School. The convention is designed to broaden the minds and horizons with respect to career choices for Year 12 and Year 13 students and their parents. The branch is also keen to support The Dorset Mentoring Programme, Dornen, this provides free one-to-one mentoring support for small business start ups throughout Dorset. If you would like to find out more about becoming a mentor, please visit www.dornen.org.uk.

The Institute is strengthening its partnership with Bournemouth University following the opening of the new multi-million pound business school in central Bournemouth. Chair, John Cornish, and deputy chair Peter Eales have been treated to a tour of the new facilities. The new building will cater for post graduate and post experience including marketing studies including marketing qualifications. Our branch committee team meets at the business school and we will be hosting events there in the future.

We are always keen to recruit enthusiastic marketers onto our branch committee. If you are able to attend four meetings a year and can volunteer time to help support our activities please contact our acting chair Peter Eales.

Peter Eales, peter@oisolutions.co.uk

Gloucestershire

Busy event programme for marketers in Gloucestershire

The Gloucestershire branch has two significant events in the fields of digital and industrial marketing planned for this autumn. The first event kicks off on the 13 October at Gloucester Cathedral with 'Marketing the City of Gloucester'. Chief executive of the 'Marketing Gloucester' programme, Graham Walker, will present his ideas on promoting the city as a sustainable

The Chartered Institute of Marketing's branch networking events near you:

Date and time	Networking event	Location
08 October 2009 5.30pm	Bristol marketing network	Jack's Bar Bristol Harbourside
15 October 2009 6.30pm	Gloucestershire marketing network	Exmouth Arms, Bath Road, Cheltenham
29 October 2009 5.30pm	Bath marketing network	The Slug and Lettuce, George Street, Bath
12 November 2009 5.30pm	Bristol marketing network	Jack's Bar Bristol Harbourside
19 November 2009 6.30pm	Gloucestershire marketing network	Exmouth Arms, Bath Road, Cheltenham
26 November 2009 5.30pm	Bath marketing network	The Slug and Lettuce, George Street, Bath
17 December 2009 6.30pm	Gloucestershire marketing network	Exmouth Arms, Bath Road, Cheltenham

attractive urban centre to the retail, leisure and business industry.

Our branch is hosting 'Digital Citizen'; a cutting edge discussion event at the University of Gloucestershire on 12 November. Director of Transformational Strategy at the Central Office of Information, Alex Butler will examine the subject of how the Internet is changing the language of government to create interactive communication channels between people and government.

The branch is also building strong partnerships and providing opportunities to Learn Local, for example the University of Gloucestershire Business School Marketing Department will offer Chartered Marketers and professionals the opportunity to gain CPD points through informative workshops such as 'The Craft of Copywriting' on 1 December 2009 and share their knowledge and experiences informally mentoring marketing students.

Our micro meetings continue to flourish as we plan further events for the autumn including 'Social Web Marketing' in October; an exciting discussion on how to use social networking websites to expand your client base. To unwind after a long day come along to our free monthly networking evenings to informally chat on current business and marketing topics or just socialise with like minded professionals. We meet on the third Thursday of each month in Cheltenham.



Above: Marketing students from the University of Gloucestershire celebrated their win in an 'Apprentice' style battle of wits against members from The Chartered Institute of Marketing.

If you wish to find out more about any of these events or in attending a local branch team meeting, then please contact the branch chair, Jeraldine Jones.

Jeraldine Jones, swglos@cim.co.uk

Lloyds TSB and CIM join forces

In 2009, Lloyds TSB Commercial launched a programme of expert help and advice to support businesses during the recession and help them prepare for the future.

This programme provides businesses with online guidance and information as well as face-to-face expert advice. It includes a series of one hundred and twenty nationwide business advice seminars, providing customers with specialist advice from Lloyds TSB and independent experts such as The Chartered Institute of Marketing (CIM). These events cover areas such as business planning; sourcing and managing your finances; and finding and retaining customers.

Earlier this year, CIM members attended events across the South West running presentations on 'Marketing for SMEs in a downturn', as well as providing marketing advice to businesses in the networking areas. CIM members will be supporting more Lloyds TSB event in the area this autumn.



Mentors wanted!

The Bristol and West branch need more mentors for its 'Meet a Mentor' programme that was successfully launched last year.

The branch is seeking volunteers who are willing and have the skill-set to transfer their knowledge and experience to newly qualified marketers. It doesn't matter if you are a marketing specialist, a generalist or what sector you work in. Go on, make a difference to someone's career! If you have at ten plus years' marketing experience please contact Rachael email: rmwheatley@sky.com



Annual Communications Lecture 4 March 2009

Ryan D'Cruz, Mediacom, Andy Le Duc, Thorpe Park and Rob Healey of Panasonic System Solutions led the Institute's 3rd Annual Communications Lecture at Bournemouth University which attracted over 200 marketers and students from across the region.

It's your Institute – use your vote

As a membership organisation it is important that we try to engage with each and everyone of you to ensure we are providing the benefits, events and activities you are looking for to maintain or enhance your careers and/or business.

Part of this process is the opportunity to stand for election to the Regional Board – visit www.cim.co.uk/governance for downloadable documents. For anyone interested in standing for the Regional Board this closes on 12 October 2009 – contact regional director, Chris Boswell-Munday, or South West Regional Board chairman, Phil Comer for more details.

This autumn also sees the election for the Board

of Trustees. These elected positions are involved in setting the future strategy and direction of the Institute. Remember, your vote is critically important if you want the Board of Trustees and the Regional Board to fully represent the membership.

What is vitally important is that you vote either online or by post when the documentation and notices are mailed to you. It will only take a couple of minutes. Also carefully consider both the professional experience of the profiles on those standing and more importantly their experience and work for the Institute at branch and regional level.

Phil Comer
Regional board chairman
swpcregionalboard@cim.co.uk

Don't miss:

Date	Event	Location
12 November 2009	The Digital Citizen	University of Gloucestershire, Bath Road, Cheltenham
18 November 2009	'Branding Passion Brands'	Bournemouth University
18-19 November 2009	Somerset Skills Careers Fair	Junction 24, North Petherton
1 December 2009	The Craft of Copywriting	Holiday Inn, Crest Way, Barnwood Gloucestershire

For further information and booking visit: <http://www.cim.co.uk/events/ukRegions/sWes/home.aspx>

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