



Autumn 2008

The first newsletter for members in the South West

Welcome to our first regional autumn round up and a special welcome to all the members of our new Dorset branch. We are pleased to announce that membership is on the increase and that the South West region is leading in terms of the number of additional professional members who have either joined or renewed their membership. We have several exciting new initiatives and in particular our ambassador programme (see pages two and three of the newsletter). The career partner scheme has been re-launched as a new online service and you can join our Chartered Marketer programme by visiting the website (www.cim.co.uk). There are lots of opportunities in the region to help you gain your Chartered Marketer status.

The new combined national, regional and branch events programme has now been distributed. It shows a full range of events throughout the country that are available to members and non-members and all events can be booked via our online booking service. If you have any comments or thoughts on this, please contact regional director, Christine Boswell-Munday. We are also planning to produce half-yearly issues of this publication. If you would like to make contributions on news or topics important to marketers, please submit these to the editor, Carolyn Daw.

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Dorset branch chair John Cornish and committee member Peter Eales pictured in Bournemouth

Region branches out

Marketers, businesses and students in Dorset are all set to reap the benefits of having their own branch of The Chartered Institute of Marketing (CIM).

The 250 plus members in the county are invited to celebrate its launch on 23 September 2008. Attendees will get the chance to find out what The Chartered Institute of Marketing Dorset branch intends to do for its members, studying members, local businesses and marketing students.

John Cornish, the former chairman of The Institute's Wessex branch, will be chairman and said: "Both myself and the Dorset steering committee are looking forward to hosting a programme of varied events including: workshops, seminars, presentations and networking opportunities right here in Dorset."

The Chartered Institute of Marketing, South West region will now reflect the geographical boundaries of the South West Regional Development Agency (SWRDA).

Members in Dorset were previously covered under the umbrella of The Institute's Wessex branch which stretched from Lyme Regis along the coast to Chichester.

John added: "The creation of Dorset's own branch will bring about significant benefits to our current and prospective members. The very nature and make up of business in Dorset is quite different to that of areas such as Southampton and Portsmouth, so we aim to host events and provide information that is even more relevant to the needs of local members, businesses and students. There will be more happening in Dorset and shorter travelling distances, which will make it easier for people to attend events which, previously they may have missed out on."

To find out more about what the Dorset branch has to offer or to find out how you can get involved, contact John Cornish direct by emailing: john@microplanning.co.uk. For information about the launch event contact The Institute on 01628 427120 or email cimevents@cim.co.uk.

Leading by example

Business within the South West is incredibly diverse and there are a number of priority sectors which are primed for continued growth. Marketing within sectors like food and drink and aerospace can play a significant role in just how much growth can be achieved.

In support of the South West Regional Development Agency's (SWRDA) efforts to increase competitiveness in these key economic sectors the regional board recognised the need for The Institute to improve engagement with the members and businesses of each of these priority sectors.

The result is an ambassador programme which focuses on the key economic sectors and drivers as recognised by the SWRDA.

The profiles below indicate the regional members who will be representing each sector, providing background to their specialisms and outlining their plans.

As yet, no appointment has been made to look after the important tourism sector, so any interested person with the right experience and contacts should get in touch with regional director, Christine Boswell-Munday.

"The South West food and drink sector is a great source of innovation, yet I'm still surprised to see so few people from food and drink companies participating in post graduate marketing education. The industry can only improve through the development of knowledge and skills; a shift in emphasis from financial and operations to more of a marketing led focus would really help many businesses within the sector."

"I plan to ensure we liaise with The Institute's food, drink and agriculture group, as they do a fantastic job and their enthusiasm will be valuable to the region's food and drink sector. The group will also engage the larger food and drink companies that would like a focal point for their staff to access the benefits of membership to The Chartered Institute of Marketing, through to the individual producer, processors and retailers of food and drink who can benefit from access to The Institutes' members, expertise and marketing information."

Sustainability



**Sandra Clarke BA (Hons), FCIM
Owner, Smadar Strategies**

Sandra has been working in branding for over 15 years and since going self-employed eight years ago; she has focused on raising the issue of sustainability in the marketing community. Over the last two years, Sandra has been running the successful Marketing and Climate Change programme, which she developed with colleague, Carole Bond.

"In my role as ambassador I intend to set up a South West marketing forum on sustainability which will consist of leading marketers in the area who specialise in sustainability. The intention is to provide regular information to The Institute's members, look at the opportunities that exist, balance the long and short-term approaches to marketing and sustainability and provide an opportunity for marketers to express their needs and requirements."

"The subject of sustainability is constantly evolving so we therefore need regular input from the marketing community as well as the sustainability community."

Your regional ambassadors

Aerospace and advanced engineering



**Clive Lewis MA CM FCIM
Managing partner,
Achieving the Difference**

Clive is an award winning strategic marketer with over 20 year's experience within the aerospace sector. As well as providing marketing support to businesses Clive sits on the market development board of The Society of British Aerospace Companies. Clive's career includes implementing a best-practice marketing strategy process across a \$1billion business.

"Although the aerospace and advanced engineering sectors have suffered slightly across the UK the South West continues to perform well with its links to the automotive, defence and medical related industries. The South West has the largest and most diverse aerospace and defence sector in the UK however there is still a lot

of scope for developing the strength of marketing within the sector."

"My initial plans are to identify and bring together the sector's marketers and engage the region's key industry bodies and organisations. One of the main organisations that I plan to make connections with is WEAFA (West of England Aerospace Forum), a trade association that has a membership of over 200 aerospace companies."

Food and drink



**John Taylerson MA, FCIM
Owner, Taylerson's
Malmesbury Syrups**

John has had a food and drink career that encompasses everything from farm to retailer. He is passionate about local food and drink having assisted many processors through consultancy projects, John is also former marketing director at Milk Link and the Milk Development Council.

Your regional ambassadors *continued*

Small Business Group



Richard Storey MBA, FCIM, FIOD
Owner, RSL Associates

Richard set up his independent marketing consultancy in 1991 to provide strategic marketing and marketing services to the SME sector. Richard is also a founding investor and director of communications for renewable energy company, Wells Power and Waste Processing (WP2 Ltd).

"The Small Business Group's principal aim is to improve the quality and professionalism of marketing across the small and medium sized (SME) business sector. We aim to achieve this by encouraging SME owners and directors to recognise the key role which marketing can play in achieving competitiveness, growth and success. Raising their awareness of how good marketing can be introduced to a business either through providing their own staff with professional training, skills and qualifications or how to select and engage qualified marketing consultants or trainers is one of our primary goals."

"I intend to partner with Business Links across the South West to improve the delivery of marketing knowledge and practitioner capabilities harnessing the resources available through our Chartered Marketer members who will become catalysts for change."

Marketing Director's Forum



Sue Windley CM, FCIM
Marketing director, Pragmatic Performance Group Ltd

Sue's innovative approaches to marketing communications have enabled many businesses to out-perform their competitors. Sue is also renowned for her

interactive presentations that challenge people to raise the quality of their marketing to accelerate business growth.

"As vice chair of The Institute's South West regional board and ambassador for The Institute's marketing directors' forum, my role will be to establish, promote and maintain a peer-to-peer network and forum for marketing directors within the South West. The objective of this is to discuss issues pertinent to senior marketers."

"We will be hosting two major events a year for marketing directors to get together and share senior level business experience and tackle the key marketing issues of the day. The Marketing Director's Forum will also provide a means for senior marketers to continue to network throughout the South West to enable mutual support, advice and contacts."

Commerce and Finance



Jane Silk MCIM, MA Marketing Director, Mature Marketing Limited

Before moving into consultancy Jane was senior brand manager at Lloyds TSB Group and worked on the launch of the new brand following the merger. She has since been a consultant for many leading blue chip clients including Scottish Widows and C&G.

"The South West has long been one of the UK's primary centres for financial services – including several headquarters, as well as a welter of back office operations. What we have to help companies promote – through strong and sustained marketing messages, is that our region has the skilled, flexible people the industry needs to compete in a global marketplace. That way we will not only protect what we have but continue to attract footloose global companies."

"Companies prepared to build and fund new commercial premises are a vital catalyst to the regional economy stimulating inward investment and creating employment. We are competing with other regions not only within the UK but within Europe. As marketers we have to get the message across that our region

offers golden opportunities for funders and developers. This is a challenge at any time, but never more so during the current market conditions."

Education



Maureen Wincott MA, DipM, MCIM, CM
Senior marketing lecturer, Yeovil College and The University of Bournemouth

Teaching on various degree programmes, Maureen is also course manager for The Chartered Institute of Marketing qualifications at Yeovil College. She is a Chartered Marketer and holds a Masters in Marketing from The University of Plymouth and a Post Graduate Diploma in Marketing from The Chartered Institute of Marketing.

"As the ambassador for education in the South West I am keen to raise the profile of the local network of The Chartered Institute of Marketing within all further education and higher education establishments in the region. My aim is to ensure that business students and lecturers alike recognise the benefits that The Institute can bring on a local level. In particular, I also want to build the relationship between studying members in the South West and the local branches. This will hopefully ensure that the region stays ahead of what new marketers want and need."

Summary

Our aim is to have representatives within each branch working with the ambassadors to add a local focus to each of the sectors. Activity programmes around each of the sectors are also being planned. Anyone with the right experience and contacts in the above sectors, who would like to make a contribution to the recognition of professionally qualified marketers, should contact the relevant ambassador. See back page for contact details.

The Institute helps put Bristol in the fairtrade spotlight



The Chartered Institute of Marketing's South West region has been working with the Bristol Fairtrade Network to help raise the profile of fairtrade in the city and highlight the work the network is doing to put Bristol at the forefront of the fairtrade movement.

In the run up to Bristol being approved as a fairtrade city The Institute was approached for strategic marketing support. Following a complete review of the network's strategic objectives, a plan was produced to cover several key elements. These included: setting up a website (www.bristolfairtradenetwork.org.uk), creating an annual directory of Bristol's fairtrade businesses, co-ordinating a PR campaign in the local media, devising and delivering a "win a fairtrade safari" promotion

and building strategic partnerships with local business organisations such as Business West.

Bristol Fairtrade Network co-ordinator, Jenny Foster commented: "Not only did the professionalism displayed in the campaign to gain fairtrade city status result in funding for a part time coordinator, the success has been such that Bristol's campaigns have been cited by the Fairtrade Foundation as models of good practice."

The Institute continues to support the Bristol Fairtrade Network and is currently helping to develop new initiatives to encourage more Bristol businesses to adopt fairtrade as standard practice. For further information contact Brett Sadler on brett@transformer-partnership.com.

You really shouldn't miss....

Dorset branch launch

23 September 2008
Bournemouth University, Dorset

The annual marketer's dinner

2 October 2008
National Marine Aquarium, Plymouth

Out of this world – launching the Virgin brand into space with Virgin Galactic

6 November 2008
University of Gloucestershire, Gloucester

The marketing challenge

12 November 2008
Axa Centre, Bristol

There are more besides – for all event listings and details visit: <http://www.cim.co.uk/NewsAndEvents/home.aspx>

Contacts in your region

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Ambassador for food and drink

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New e-newsletter

From September, What's New in Marketing (WNIM) and Professional Member E-News will be replaced by one new e-newsletter from The Marketer. The new e-newsletter for marketing professionals will incorporate both newsletters and will be packed with all the latest industry news and analysis.

Look out for your new e-newsletter for marketing professionals, coming soon.

EU marketing support

An EU project that provides funding for English speaking interns studying marketing, PR, advertising and IT, is helping businesses complete projects they don't have time to address. The internships which last up to six months can be accessed



with absolutely no charge to the host business.

The Chartered Institute of Marketing South West is supporting a pilot scheme to bring marketing students to Devon under the EU's 'Leonardo da Vinci Mobility Project'.

Interns are looking for placements in marketing organisations to broaden their CVs and strengthen their English. For more information call Ian Smith at The Training Partnership Ltd on 01803 290 222 or e-mail workplacements@thetrainingpartnershipltd.com.

Forging strong links with South West partners

The Chartered Institute of Marketing South West region has a history of working in partnership with other organisations and government bodies such as the University of the West of England (UWE), Direct Marketing Association (DMA), Business Link, Chamber of Commerce, Institute of Directors (IOD), Department for Environment, Food & Rural Affairs (DEFRA), Horizon South West, The South West Climate Change Impacts Partnership (SWCCIP) and many others. Developing these relationships and exploring other opportunities will be a key objective for the rest of this year and next.



Get networking online

The Chartered Institute of Marketing South West region recently launched an online business networking pilot called MVine that encourages members to discuss hot topics with fellow professionals. During the pilot phase this service is available to the North East, North West, South West region and the Small Business Group.

Included as part of The Institute's membership MVine enables visitors to: record their professional experience and qualifications, search other members' profiles as well as announce upcoming events and business opportunities. The site has a variety of features including a forum section where members can discuss current marketing issues, seek advice and share experiences with likeminded professionals.

Institute members who want to join MVine can request a password from Sue Wellsford on 01628 427500.