

greaterlondon-cim.co.uk

GLR NEWS

For members in the Greater London Region covering London, Bedfordshire, Hertfordshire and Milton Keynes

Congratulations to the new Central London team

On 26th July over 100 members gathered at The Royal Bank of Scotland in Holborn, London to find out more about the resurgence of the Institute's Central London team. Borne out of frustration at the lack of events in central London, this new team, led by Steve Revill, is determined to take action and provide more for their fellow members.

John Hartley, Director of International Affairs and Member Support Groups at the Chartered Institute of Marketing sent his personal congratulations to Steve and the team:

"Congratulations to you and your team on a splendidly organised and successful event. It was very enjoyable to meet so many Members in a great venue. I was very impressed by your commitment and that of your team members and I am confident that you will together achieve great things for CIM and London. The feedback from your guests was very encouraging and there is clearly a great deal of support."

This event provided a forum for the new team to share their plans and start the debate about what members in central London really want to happen. The event was rated good to excellent by 88% of attendees. Feedback on topics showed a diverse range of requirements, with the underlying theme of improving effectiveness through learning from experienced practitioners and from industry case studies. Potential speakers have also come forward as a result of the event. The team of volunteers are now planning a programme of events and support based on the feedback received.

Thanks go to all members that took the time to take part.



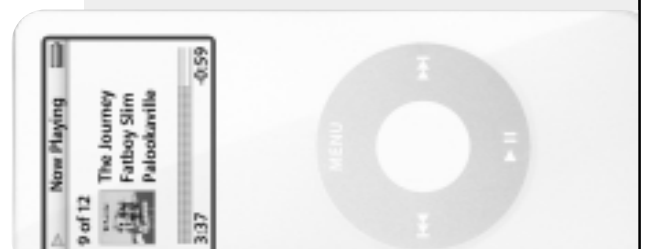
Win an Apple iPod

Visit this region's new website at www.greaterlondon-cim.co.uk for information, news and services for members in the Greater London Region.

- Find out who's who in your local team
- Check the events calendar for upcoming events
- Apply for FREE member-to-member mentoring
- Learn how to get help with qualifications
- Tap into career development support
- Get in touch with the key players.

Win, win, win

Complete the online survey at www.greaterlondon-cim.co.uk by 30th September and you could be the happy owner of an Apple iPod nano 1GB.



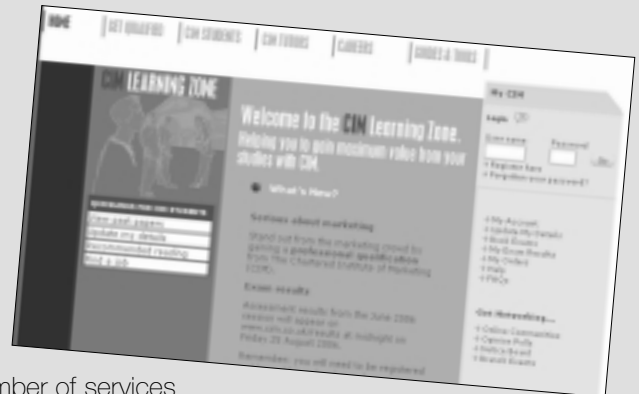
Results out now - next steps for studying members

By now all those who took their Chartered Institute of Marketing exams/assessments in June, will have received their results. Congratulations to all those who now have achieved CIM Professional Certificate, Postgraduate Diploma and Professional Postgraduate Diploma level.

For those studying further modules to complete these qualifications, a range of support is available from the Learning Zone at www.cim.co.uk/learningzone. Don't forget to log in.

For those with disappointing results this time around, there are number of services available from CIM or studying members can email studysupport@cim.co.uk or call 01628 427120 for help and advice. CIM GLR students can use the FREE Student Support Group study support & revision helpline on 01784 463057 or email caroline@studentsupportgroup.co.uk.

General feedback on students' performance in the exams is provided in the senior examiner's report on the exam paper at www.cim.co.uk/learningzone. A personal feedback report on an individual's exam paper or integrative project is available for a small charge, written by one of the Institute's examiners. This service is most valuable for those with a 'D' grade marginal fail. For those studying by the assignment route, The Institute recommends approaching the student's tutor for feedback on their assignment.



Key dates for studying members

September 2006	New CIM courses begin.
Early September	Students who passed their Professional Postgraduate Diploma will receive invitations to the November CIM graduation ceremony.
29th September 2006	Closing date for feedback on June 2006 assessments. If you have not passed an exam, you will receive a feedback request form and an assessment entry form in the post with your results.
6th October 2006	Closing date for receipt of postal entries to the December 2006 exams.
7th October 2006	CIM London – Retakers Event: how to plan a successful re-take (and how to improve your chances of passing the Dec 2006 exams)
13th October 2006	Closing date for completion of online entries.
14th - 15th, 21st - 22nd October	Student Support Group Syllabus kick-start workshops – (a day for each CIM subject) ideal for all CIM students esp. self-studiers, distance learners, re-takers and anyone looking to start their revision early and spread the load.
21st October 2006	Welcome to CIM – Ideal for all CIM students esp. those who are new to CIM or are returning to study after a long break – discover study tips to ensure productive use of your precious study time.
November 2006	Certificates issued to those who have completed and passed a CIM qualification in June 2006.
10th November 2006	Graduation ceremony for Postgraduate Diploma or Professional Postgraduate Diploma at Birmingham Symphony Hall.
4th - 26th November 2006	SSG Syllabus & Exam Prep workshops (a day for each CIM subject): ideal for all CIM students esp. self-studiers, distance learners, re-takers and anyone looking to maximise their chances of exam success.
4th - 8th December 2006	December 2006 exams take place.
End February 2007	December 2006 results available.

House of Lords Black Tie Dinner

Hosted by Lord Marshall of Knightsbridge this event on the 20 September 2006 includes a keynote address from Tom Wright, CEO, VisitBritain. The CIM's Travel Interest Group, CIMTIG have organised this prestigious event, for all those with an interest in the travel industry. Members in this region can attend at the normal CIMTIG member rate.

The evening starts with a Pimm's and wine reception on the Thames Terrace, House of Lords - followed by Dinner and provides a wonderful opportunity to entertain friends and clients at this landmark location. The price for members and their guests is £87 and for non-members and their guests, £97. A table for 10 can be booked for the price of 9.

A 45-minute optional guided walking tour of the Houses of Parliament is available, starting at 5.30pm costing £3 per person.

Bookings can be made online at www.cim.co.uk/cimevents. For further information or direct bookings visit www.cimtig.org or contact ugo@cimtig.org.



Marketing's hidden brain drain

A recent TUC study, conducted by Sheffield Hallam University, revealed that 2.8 million women nationwide are 'working below their potential', that is, they are not fully utilising their skills, experience, or their qualifications in their current job. After having children, many women choose to work part-time, but despite growth in the number of part-time jobs, few are at senior levels.

"Could the marketing industry be guilty of this syndrome, dubbed the 'hidden brain drain' by the Equal Opportunities Commission?" challenges marketer, Karen Kennard. "When I went on maternity leave I was working at management level, but was told that if I

wanted to return part time, I would have to take a cut in salary and a less responsible role." Karen has solved the issue by setting up in business. Her company, Flexible Skills Bank, offers flexible, part time and contract opportunities for people at a skilled senior or professional level. "The response has been positive. Interestingly 15% of candidates come from a marketing background, and although they have all found their own individual solutions, many have been working for less than they are worth."

Charlotte Pritchard has over 14 years experience in sales and marketing at a senior level, and is one of the candidates on the database. She has

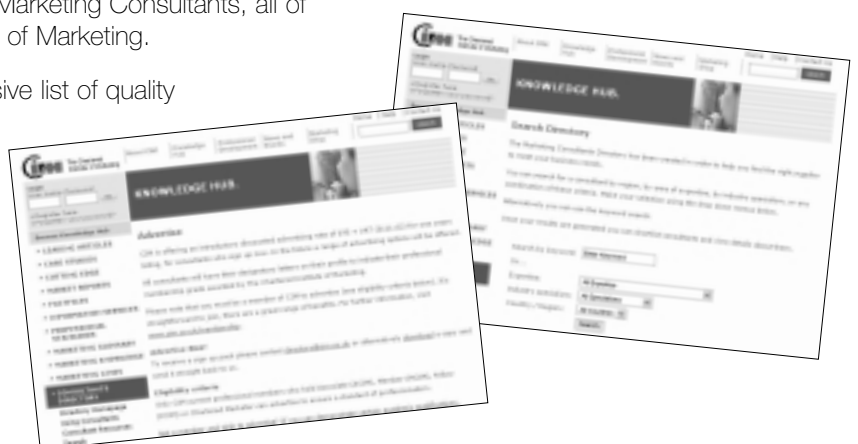
been working on a freelance basis since her daughter started school three years ago. "Yes, it is difficult to find the work, and there is often not that much flexibility in terms of hours. I sometimes feel as though my expertise isn't being rewarded financially." Yet marketing need not be the domain of full time workers. "Part time workers often prove exceptionally dedicated as they have a point to prove," says Karen. "Many can, and do, command good rates of pay." Visit www.flexibleskillsbank.co.uk for more information.

New Marketing Consultants Directory

The Institute has launched a new directory of Marketing Consultants, all of whom are members of The Chartered Institute of Marketing.

The directory provides a free and comprehensive list of quality marketing consultants categorised by specialisation. To find a consultant: **Search directory**

Members can add details of their consultancy service to the directory as a valuable new source of enquiries. To promote your consultancy services: **Advertise**



Join Cimcom's new Management Team

Cimcom, The Chartered Institute of Marketing's Creative Networking Group, has set up a new Management Team and looking for career-hungry members to join it.

"If, like many CIM members, you are ambitious and management-minded," says head of Cimcom, Daniel Yadin, "this is an excellent opportunity to make a real contribution to the planning and delivery of high-value activity to CIM members. You'll get a lot out of it: Cimcom Management

Team experience and achievements could look smart on your CV!"

As well as personal satisfaction, new members will benefit from:

- Networking with like-minded creative professionals from different industries and disciplines
- Meeting people who could be important to your career and business

- Gaining useful experience in team organisation, leadership, planning and decision-making

- Earning CPD hours towards Chartered Marketer status.

The only qualification for membership of the new team is a desire to create and enjoy fine team spirit and camaraderie, and to build a great CIM networking group. For details, email Cimcom at cim-cimcom@tiscali.co.uk, providing your phone number and other contact details.

Team bulletin board

- **Central London** - Thanks go out to all those volunteers who helped make the event on 26th July such a success. Next 'Meet the Marketers' informal networking event 19th September 2006. For more information contact Steve Revill.
- **Beds & Herts** - team meeting Tuesday 19th September at the David Lloyd sports club in Luton. Contact Stuart for details.
- **North London** - 18th September, Sagarika Chatterjee the Senior Analyst in Governance and Socially Responsible Investment (GSRi) at Foreign and Colonial talks about Corporate Social Responsibility.
- **Milton Keynes** - 21st September, Sponsoring Sport. Live presentation and debate, in Milton Keynes, the city which will be a key player in the 2012 Olympics, and now home to the successful MK Lions Basketball Club and MK Dons.
- **Heathrow & West London** - 28th September Copywriting Workshop. Also, new volunteers welcome. Contact Mocky Khan for more information.

Happy 60th Birthday Howard

The North London team and all in the Greater London Region wish long-standing member Howard Whisker many happy returns.

Bedfordshire & Hertfordshire

Stuart White
07976 299368
stuart@optimmanagement.co.uk

Milton Keynes

Cathy Jones
07711 201519
cj@fortune8fish.com

Central London

Steven Revill
steven.revill@rbs.co.uk

North London

Claire Dirdal
claire.dirdal@bhs.co.uk

Heathrow & West London

Mocky Khan
07956 301777
mocky@5ivemanagement.co.uk

Know a graduate who wants to get into marketing?

The Chartered Institute of Marketing is running a national Career Partner Scheme to help students and recent graduates gain a foothold in the marketing profession. Signed-up members receive a CD-ROM covering all the essential information about a career in marketing, and are given access to The Institute's comprehensive online database of marketing and sales jobs.

"For many graduates, marketing is an attractive career option," explains June Sheedy, Chair of the CIM's Greater London Region. "Unfortunately, many will not have taken a specific marketing degree and face barriers to joining the profession as competition is fierce. The Career Partner Scheme is designed to help students and recent graduates from all backgrounds understand what marketing really is and give them help to find a job in the profession." Current members of The Chartered Institute of

Marketing already enjoy all of the benefits of the Career Partner Scheme and much more.

The scheme is open to final-year students and graduates from all fields, not just marketing. Students and graduates can register online at www.cim.co.uk/partners or request an application form for the Career Partner Scheme on 01628 42 7120. Or email at partners@cim.co.uk.

Protecting blooming brands

Rob White of David Keltie Associates explains how marketers should protect the value of their brands. David Keltie Associates is a London-based firm of Patent and Trade Mark Attorneys. High profile clients include Camelot Group, the PGA and Chapman Entertainment Limited, the company behind the children's television programme, FIFI & THE FLOWERTOTS. David Keltie Associates has regularly provided the Institute with guest speakers on branding issues.

Rob poses the question: "Your brand name may press all the right buttons with customers and tell them what your product is – but is this a good thing from a legal perspective and can you protect your investment in such a brand?" He continues, "when launching a new company, product or service take great care when developing the brand name and identity. Let me explain why and how."

Brand names – the legal view

- Legal experts advise that a brand name is easier to protect and register if it is distinctive rather than descriptive, e.g. 'WIN SOME MONEY' for a scratch card is descriptive but 'NORTH POLE' for bananas is distinctive
- Often, newly created words make the best brand names, e.g. REEBOK, DULUX
- Alternatively, words that are suggestive of the products or services instead of descriptive work well, e.g. 'SCRATCH OF THE DAY' for scratch cards



FIFI AND THE FLOWERTOTS ®

FIFI AND THE FLOWERTOTS is a registered trade mark and the FIFI AND THE FLOWERTOTS logo is a Registered Community Design of Chapman Entertainment Ltd. Image reproduced with kind permission of Chapman Entertainment.

What are the risks?

Failure to consider the full legal aspects of brand creation is potentially dangerous and ultimately, can be very costly to a business:

- If you use a new trade mark without conducting a clearance search, you may be exposing yourself to an infringement action from the owner of an earlier trade mark. You wouldn't purchase a new car without test driving it. Consider a trade mark clearance search your essential test drive!
- You may be forced to change your name, losing all the time and money invested in the brand.
- Registration of a company name does not necessarily give you freedom to trade under the name.
- If your brand is 'legally' weak, it will not mature to registration, leaving you to rely on ambiguous unregistered rights. Proving such rights can be very expensive.
- Brand names are essential, valuable assets to all companies; the 'Coca-Cola' brand was recently valued at around £100 billion.

All companies and individuals operating under a brand name need to consider the implications of a weak trade mark and of not conducting a search.

What can be protected?

- Brand name – such as INTEL
- Logo/icons – for example, the stylized INTEL logo
- Other distinctive aspects of the brand personality – like the INTEL jingle
- Slogans – for example DON'T LIVE A LITTLE, LIVE A LOTTO
- Unconventional trade marks – such as smells, gestures, shapes like the TOBLERONE package

How should a savvy marketer protect their brand?

- Develop a brand name taking legal protection issues into consideration at the start. Choose a distinctive, unusual brand name: be inventive.
- Conduct a search - gain clearance to use and register your brand.
- Register the trade mark(s) with expert help- don't rely on unregistered rights. A registration is a powerful legal weapon and deterrent.

For further information, contact rob.white@keltie.com

Events in 2006

To book call Customer Service on 01628 427120 or book online at www.cim.co.uk/cimevents.

SEMINAR	DATE	TIME	COST
To Invest Or Not To Invest? <p>"To invest or not to invest? This presentation explores how investors assess a company's management of environmental, social and governance issues. Includes a compelling case study. Of interest to financial and general marketers at mid to senior level who wish to understand how to market corporate social policies for profitable gain. CPD 2 hours.</p> <p>SPEAKER Sagarika Chatterjee, Senior Analyst in Governance and Socially Responsible Investment (GSRI) at Foreign & Colonial Asset Management.</p> <p>VENUE The Open University Business School, Michael Young Building, Walton Hall, Milton Keynes MK7 6AA (use South West car park).</p>	Mon 18.9.06	7.30pm	Members £12, CIM Studying members £10, Student Non-Member £10, Guests £15
Informal Networking Event For London Marketers <p>By popular demand this new event has been created for London marketers to meet, network and enjoy themselves. On arrival, you will be greeted by a Central London branch member who will introduce you to another marketer. If successful, we will run a series of informal evenings to help you build up your network of contacts so watch this space!</p> <p>SPEAKERS Hosted by Louisa Hebden, Bernie Emery & Tracey Farrant, CIM Central London Team Members.</p> <p>VENUE Thames Terrace, House of Lords, Westminster.</p>	Tue 19.9.06	6pm for 6.15pm	Members, CIM Studying members, Non-CIM students & Guests - Free (drinks not included)
House of Lords CIMTIG Black Tie Dinner <p>A great opportunity to entertain friends and clients. Keynote address on marketing tourism. Pimm's and wine reception on the Thames Terrace, House of Lords - followed by Dinner. Organised by CIMTIG the CIM's Travel Interest Group. For further information & direct bookings visit www.cimtig.org or contact ugo@cimtig.org.</p> <p>SPEAKER Tom Wright, CEO, VisitBritain, hosted by Lord Marshall of Knightsbridge.</p> <p>VENUE Central London TBC.</p>	Wed 20.9.06	6.45pm for 7.30pm Carriages 10pm - 11pm	Members and their guests £87, Non-members and their guests £97, Own table for 10 at cost for 9
Sponsoring Sport - Is It A Fair Bet For Business? <p>Find out about the growing trend for businesses to sponsor sports teams, associations and events. Virtual Viewing sponsors the community activities of the successful MK Lions Basketball Club. Lions Chief Executive shows how substantial returns can be for the city, the community and the corporate image.</p> <p>SPEAKER Stewart Bailey, Managing Director, Virtual Viewing. Vince Macaulay, Chief Executive, MK Lions Basketball Team.</p> <p>VENUE Hilton Hotel, Kents Hill, Timbold Drive, Milton Keynes MK7 6HL.</p>	Thu 21.9.06	6.30pm for 7.15pm	Members £12, CIM Studying members £7, Students £10, Guests £18

SEMINAR	DATE	TIME	COST
<p>Branding Brandy</p> <p>Interactive event on the marketing of Courvoisier for practitioners and students. Delegates divide into teams and present solutions to expert panel in response to challenges outlined with panel discussion. Best solution wins bottle of cognac. CPD 2.5 hours.</p> <p>SPEAKER Caroline Gibbs, First Drinks.</p> <p>VENUE Hammersmith & West London College, Gliddon Road, W14 9BL.</p>	Tue 26.9.06	6.30pm for 7pm - 9pm	Members £25, CIM Studying members £20, Non-CIM students & guests £30
<p>Copywriting Workshop</p> <p>Do you ever struggle to write marketing materials? Then come to a workshop that will give you new techniques and new inspiration. CPD 2 hours.</p> <p>SPEAKER Richard Groom, Peterborough Copywriting Bureau.</p> <p>VENUE Hammersmith & West London College, Gliddon Road, W14 9BL.</p>	Thu 28.9.06	6.30pm buffet for 7pm. Workshop lasts 2 hours	Studying members £15, Members £20, Guests £25
<p>Marketing For Profit, The Conference For Senior Marketers</p> <p>The pressure is on to prove marketing's value. This event equips marketers with new techniques and strategies to demonstrate the real value of investment in marketing. This educational day includes breakout debates and an afternoon masterclass. See full programme at: www.cim.co.uk/conference.</p> <p>SPEAKERS Dr Philip Kotler, acclaimed strategist; John Elkington, father of the triple bottom line; Robert Nuttal, VP marketing Rolls Royce; Simon Hawkes, MD LMS – Nectar Card.</p> <p>VENUE Business Design Centre, 52 Upper Street, Islington, London N1 0QH.</p>	Tue 10.10.06	8.30am for 8.50am Closes 4.40pm with champagne reception and marketing expo	Members £499 + VAT Non-members £599 +VAT
<p>Making The Case With Interbrand: Internal Brand Engagement</p> <p>A CIM Senior Management and Interbrand Quarterly Briefing. 'Employee indifference is the cause of 68% of all customer defections' (source: White House Office of Consumer Affairs survey 1996). Engaging employees behind the brand leads to a virtuous circle of satisfaction and loyalty. Find out how.</p> <p>SPEAKER Richard Gray, Associate Director, Interbrand; Andy Milligan, Business Development Director UK, Interbrand.</p> <p>VENUE Interbrand, 85 Strand, London, WC2R 0DW.</p>	Wed 11.10.06	4.30pm	Members, Studying members and guests £31.50, Guests £35
<p>Brewing Up Profits</p> <p>Learn about this rapidly changing market, sharpen trade marketing and channel marketing skills. InBev, with a portfolio 200 brands, explain how their beers hit the spot in the fast moving world of pubs and bars where distribution is as important as brand promise. First event to be jointly run by CIM teams from Northampton, Milton Keynes and Bed & Herts, so great for networking. CPD 2 hours.</p> <p>SPEAKER Charles Wells Retail Marketing Director, Peter Wells & James Watson Marketing Manager at InBev.</p> <p>VENUE Carrington Suite, Courtyard by Marriott Hotel, London Road, Newport Pagnell, MK16 0JA Hotel, close to J14 of M1, 2mins by car from M1 and 5mins from Milton Keynes.</p>	Tue 24.10.06	6.30pm for 7.15pm	Full time student £8, Student £8, Member £15, Guest £20

Studying member events

SEMINAR	DATE	TIME	COST
---------	------	------	------

Pass Your CIM Exams This Time	Sat 7.10.06	9.45am - 12.30pm	CIM Studying member £10 Non-CIM students & guests £15
--------------------------------------	-------------	---------------------	--

Find out what CIM examiners want, learn top revision tips, view books from CIM Books Direct. Learn how to improve your exam/assignment grade. Suitable for all CIM students especially retakers, distance learners and self-study students. Over 400 students attended these events last year. Early booking advised.

SPEAKER Jon Twomey, Course leader & CIM Tutor, Darren West, Student Support Group.

VENUE Hammersmith & West London College, Gliddon Road, W14 9BL.

Syllabus Kick-Start Workshops For Each CIM Subject	Sat/Sun 14 - 15.10.06 21 - 22.10.06	10am - 4pm	From £65 plus VAT
---	---	------------	-------------------

Ideal for all CIM Students esp. self-studiers, distance learners, re-takers and anyone looking to start their revision early and spread the load. For details visit www.studentsupportgroup.co.uk.

SPEAKER Student Support Group Tutors.

VENUE Hammersmith & West London College, W14 9BL opposite Barons Court tube. Free car parking at weekends.

Welcome To CIM - Work, Life, Study Balance - Manage CIM Studies And Get On With Your Career	Sat 21.10.06	9.45am - 12.30pm	CIM Member & Studying member £10 Non-CIM students & guests £15
--	--------------	---------------------	---

Essential event for studying members especially those new to CIM or considering starting CIM studies. Find out how to manage precious study time, and succeed in CIM courses and still have a life. Plus practical advice on how to access CIM study support and membership benefits. Excellent feedback from past events so book early.

SPEAKER Caroline Gibbs, Brand Manager, First Drinks & recently qualified student, Jon Twomey, Student Support Group, Helen Cartwright, CIM membership team.

VENUE Hammersmith & West London College, Gliddon Road, W14 9BL.

Syllabus & Exam Prep Workshops	4 - 26.11.06	10am - 4pm	£40-80 plus VAT
---	--------------	------------	-----------------

CIM subject specific revision workshops. Syllabus workshops help you strengthen your subject knowledge Exam Prep workshops help improve your exam technique. For programme dates and prices visit www.studentsupportgroup.co.uk

SPEAKER Student Support Group Tutors.

VENUE Hammersmith & West London College, W14 9BL opposite Barons Court tube. Free car parking at weekends.

For revision advice and debit/credit card bookings call Caroline on 01784 463057 or email caroline@studentsupportgroup.co.uk.

GLR Board

The Board is run by a team of volunteers in conjunction with the CIM's Regional Director:

June Sheedy, Chair
june@rosesheedy.fsnet.co.uk
07958 394721

Michael Warne, CIM Regional Director
michaelwarne@cim.co.uk
01935 891899

Jon Twomey, Studying Members
jon@studentsupportgroup.co.uk
01784 463057

Brian Burgess, Finance
selborneco@aol.com

Mark Batchelor
mark.batchelor1@virgin.net

Daniel Yadin
cim-cimcom@tiscali.co.uk

James Farmer
james.farmer@b2bm.biz