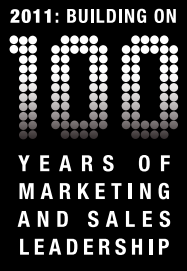




The Chartered
Institute of Marketing



Event Notification

The Kent Annual Marketing Lecture

Navigating a social media crisis



Wednesday 13th October 2010
With 24 hour news and digital communication channels now an aspect of daily life, the face of public relations has changed forever.



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Rather than managing a crisis, it is now more than likely that, unless you are vigilant and quick, you will have to react to not only the original crisis, but also the critical messages that your consumers and stakeholders publish.

How you handle these will impact directly on brand perception and ultimately your bottom line.

In a year that has seen brands such as Eurostar, Toyota and Vodafone rocked by mismanaging consumer communications, as well as Icelandic volcanic ash disrupting air travel, attendees at this event will learn how social media has changed the way that PR professionals operate. Attendees will receive advice on how best to use social media by highlighting the mistakes of others and explaining where they went wrong. No longer can brands take days or even hours to formulate a corporate response - markets and consumers now expect instantaneous information.

By attending this event you will gain an insight into how to strategically use the plethora of tools available to you so that crises can be controlled.

About the speaker

Former BBC News presenter and reporter, Paul Charles, is currently COO of LEWIS PR - a global agency with 32 offices around the world. Prior to this he was Director of Corporate Communications at Virgin Atlantic; a role which saw him mastermind the recent 25th anniversary "Red Hot" campaign and act as close adviser to Sir Richard Branson. Other positions include Director of Communications for Eurostar where he launched the Channel Tunnel Rail Link, and Head of Communications for the global software company Misys. Paul has won several industry awards including PR Week's PR Professional of the Year in 2004.



Date

Wednesday 13th October 2010

Time

Registration and buffet	18:30
Event starts	19:00
Event ends	21:30

Price

	Early Bird	Standard
Student	£12.50	£15.00
Member	£25.00	£27.50
Studying Member	£20.00	£22.50
Guest	£27.50	£30.00

Early bird price – valid until 03/10/10

Venue

The Old Session House Lecture Theatre
Canterbury Christ Church University,
Canterbury, Kent CT1 1PL

How to find it

From London direction (M2/A2)

Leave A2 at first Canterbury exit. Go straight on at the roundabout along the dual carriageway. At the next roundabout follow the ring-road around to the right.

Go straight on to the ring road anti-clockwise, keeping to the outside lane, prepare to turn right at the third roundabout into New Dover Road. At the traffic lights take the left filter into Lower Chantry Lane taking the second exit at the next roundabout into Longport.

Events Booking

In order to reserve your place for this event, please visit and book online at: www.cim.co.uk/events
Alternatively call the Events Team on **01628 427340**.