

## February 2009 Welcome

I blame the media.

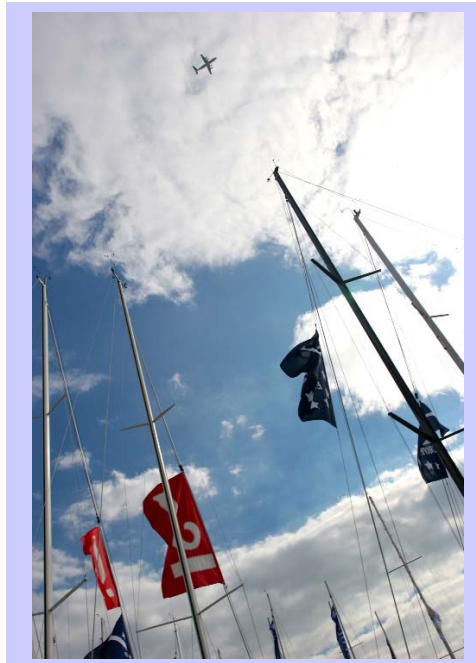
Things are really tough and there are a lot of people losing their jobs. But the media reporting is out of all proportion and any piece of good news is being swamped by negative coverage. After all, who is really interested in good news?

Well marketers are, by our very nature, progressive and optimistic. We are the function with our fingers on the future, anticipating opportunities and providing the plans to achieve business success. It's with this in mind that this newsletter shows that it is not all doom and gloom and that there is plenty going on in this great county. All the best

**Ian Lockyer**  
Kent CIM Chairman

## Contents

Kent – A wealth of opportunity	page 1-2
Improving response rates – Craig Hanna	page 2
KEiBA Awards	page 3
Kent 2020	page 3
Simply Better Marketing	page 3-4
Demelza House fund raising	page 5
Branch Events	page 5
Vacancy	page 5
Join the Kent CIM Committee	page 5-6



## Kent – A Wealth of Opportunity - Richard Barron (Marine South East)

I know it is not fashionable to be upbeat about the economy at the moment but when I look around at all the investment scheduled for Kent I do believe that we have a lot to look forward to and are well placed to create a thriving economy to the benefit of the county as a whole. It might be useful to list some of the investments that are already planned so that we could start thinking about the opportunities that they create.

**DP World** is going to build the first major port in the UK for 25 years at Shellhaven. This £1.5bn investment will create the largest logistics park in the UK with thousands of new jobs and could make a fundamental change to the way that freight is handled in the South East. Only a few miles away on the other side of the Thames Estuary it is bound to

have a significant impact on the county and will create significant opportunities for jobs and the local supply chain.

**The Port of Sheerness** is working on its Masterplan which will allow for major expansion and give the town a vital regeneration boost creating three new deep water berths, a 400 berth marina, 3,500 residential units, 150,000 sq ft of retail and leisure space and 135,000 sq ft of light industrial/office space as well as new education, leisure and community facilities.

**Queenborough and Rushenden on the Isle of Sheppey** has launched a major regeneration scheme to create a dynamic environment in which to live and work. With a cash injection of £7 million from the Office of the Deputy Prime Minister's (ODPM's) Sustainable Communities Plan, plus £3 million from SEEDA the initial stages of the much-needed redevelopment have already been funded. It is a major opportunity that aims to breathe new life into the area with the creation of superb transport links, hundreds of employment opportunities, community and leisure facilities, environmental improvements and new housing.

**Margate's Turner Contemporary** is a £17.4 million project which will give fresh impetus to this once vibrant seaside town and is part of Thanet District Council's plan to regenerate Margate's old town by transforming it into a vibrant new cultural quarter which will improve the attractiveness of the town to residents and visitors alike.

**Six Wind Farms** planned for the Thames Estuary include the £1.5 billion London Array with up to 341 turbines and VATTENFALL's Thanet Offshore

wind farm comprising up to 100 turbines with a project value of £780,000.

**Dover Harbour Board** is planning a £450m investment in the Western Docks which will include several new ferry terminals, enlarge the cruise terminal and build a marina with mixed retail, leisure and office space creating new opportunities for a cluster of small businesses.

**Dover District Council** is committed to a regeneration strategy which will cost about £500m and change the face of Dover for ever, creating an attractive town with a cluster of high value added businesses. It's recent designation as a growth point, regional hub and international gateway demonstrate Government's recognition of the economic importance of Europe's busiest port.

**The Folkestone Masterplan** will re-create Folkestone as a year-round destination, with cafes, bars, restaurants, specialist shops, new leisure and sporting facilities, and maritime and cultural life along an attractive sea frontage. Crucially, the masterplan proposes a stylish development, stretching west from a new yachting marina in the Harbour, which will transform an industrial wasteland into a sustainable, architecturally outstanding, mixed-use scheme costing between £500 million and £750 million.

High Speed Rail Links will make Kent far more accessible to London and encourage investment, the China Gateway and Thanet Earth will create employment and a cheaper pound will encourage tourism from the continent and open up opportunities for export. The small business community which

forms such a large part of the local economy in Kent is better placed to survive the recession than regional economies that rely on large corporates which are unable to respond rapidly to a fast changing financial environment.

I suppose the point that I am trying to make is that it's not all doom and gloom. There are a lot of people actively involved in trying to create more jobs and make Kent an even more attractive and prosperous place to live and work. We do, however, need to do our bit and identify the opportunities, make the contacts and ensure that we are invited to tender for products and services.

We cannot afford to be complacent, especially when there is so much competition not only from local businesses but from businesses on the continent that are only too happy to pick up work that we ignore. This has been demonstrated by our failure to participate in the Wind Farm developments where historically, less than 4% of the project value has gone to UK businesses and, in the case of Thanet Offshore it is less than 1% for a project that is 7 miles off the Kent coast. **The opportunities are there, we just need to ensure that we get our share.**



Richard Barron is based in Kent and employed by Marine South East, the regional marine initiative of the South East of England Development Agency (SEEDA).

[www.marinesoutheast.co.uk](http://www.marinesoutheast.co.uk)

## Branch Event Craig Hanna - Improving Response Rates February 25th 2009



We all understand the importance of using the web but as more marketing budget is spent online it becomes increasingly important to make sure it's being used effectively. This session will run through some quick wins on improving your marketing and web presence and ensuring you are being as effective as possible. Specifically Craig will cover how you can:

- a.. Get the most out of e-mail
- b.. Make search marketing work more effectively
- c.. Improve effectiveness through the design and usability of your website
- d.. Track responses and use analytics to gain insight and save money

To book go to:  
[www.cim.co.uk/events](http://www.cim.co.uk/events)

## KEIBA – Should You Be Entering?

The Kent CIM, Official Partners to the Kent Excellence in Business Awards (KEIBA) attended its launch at Leeds Castle last month. The prestigious new awards run by Kent County Council and the Kent Messenger Group offers prizes to the best businesses and organisations across a dozen categories. The launch was a great success with over 200 business leaders from the county attending.

Ian Lockyer, Chairman of the Kent CIM said, "I believe that **there are some exceptional reasons for entering the KEIBAs** most importantly, providing you with an important excuse to introspectively look at yourselves...something I think we find difficult to do at the best of times."

He added, "If taking part will give you fresh insight, being shortlisted for an award with all the rigorous judging will put your business in the shop window. Winning, however, will provide a huge amount of publicity and will significantly raise your company profile in the county, amongst your current client base and give you an impetus to get to new customers."

For more details go to  
<http://www.keiba.co.uk>

## Maximize Your Chance of Winning New Business – Kent 2020

Kent business people can now book their place at the county's largest business exhibition and conference. Bookings, for both exhibitors and delegates, are

being taken for Kent 2020 Vision '09, which is being held at the Kent Showground, Detling, on Thursday 2 April from 8am – 5pm.

Now in its fourth successful year, Kent 2020 is an ideal opportunity to network, catch up with clients and meet potential customers. Previous shows have seen some 350 organisations exhibiting and 3,700 attendees.

Carole Black, events manager at Business Link, said: "It has never been so important to win new business and Kent 2020 is a great place to do it. We have already taken bookings for more than 150 stands and, interestingly, companies are requesting a larger space than in previous years. The cost of a stand is all inclusive with no hidden extras and, as it is subsidised by Business Link, is not prohibitive for small and medium sized companies."

Every exhibitor and registered delegate attending Kent 2020 '09 will have the opportunity to book a free place at a special event designed to help them make the most of networking.

The Networking for Recovery and Growth Breakfast, which is being held at Maidstone's Ramada Hotel & Resort and is sponsored by the hotel, takes place on 23 March from 8am – 10am. The event will see leading speaker James Cruickshank, Executive Director of Business Network International, provide top tips on how to network and make the most of attendance at Kent 2020.

Kent 2020 will see keynote speakers Andrew Neil and Geoff Burch take to the stage. Andrew Neil is a newspaper editor, publisher, broadcaster and business consultant on media

matters working out of London, New York, Edinburgh and France. Geoff Burch, most recently seen on BBC2's All Over the Shop in which he offers advice to small businesses in trouble, is considered to be one of Europe's most exciting business speakers and writers.

The Business Dinner, which takes place after the exhibition itself and is sponsored by Kent County Council, will see athlete and television presenter Kriss Akabusi draw on his Olympic triumph to inspire the audience.

Ian Lockyer, Chairman of the Kent CIM said, "Last year Kent 2020 Vision was very good for the branch, further raising our profile and providing us with an opportunity to meet members and potential new members. It was a really good event for us and we hope this year's event will surpass last year's."

To book your free place as a delegate at Kent 2020 or to book a stand, which entitles you to a free place at a 'Maximizing Your Exhibition' workshop, visit [www.kent2020.co.uk](http://www.kent2020.co.uk) or call 01732 878555.

## Simply Better Marketing

A series of free workshops offering Kent businesses the chance to learn from professional marketers how to get better at marketing are being run by the **CIM Small Business Programme**, in conjunction with **Business Link and Canterbury Christchurch University**.

Ideal for owner-managers of business with less than 30 employees, the interactive sessions promise practical tips on marketing that businesses can carry out for themselves. The presenters and hosts are all

specialists in marketing, having been awarded Chartered Marketer status from the Chartered Institute of Marketing.

As an added bonus, each attendee is offered a free, one hour, one-to-one discussion with a Chartered Marketer professional, to address their personal marketing challenges.

**There are currently 3 events scheduled, each one at 8.00-10.30am at Hall Place, Enterprise Centre, Harbledown, Canterbury:**

**Truly satisfied customers are the way to grow your business.**

Presented by:

**Sharon Cox  
Balfour Beatty  
Major Civil Engineering**

Date:

**Wednesday 25 February 2009**

Are you confident your products delight your customers and keep them coming back for more? Your existing customers should be your strongest asset, giving you a strong foundation and excellent market information. Learn how to build on the value hidden in your current customer base to improve customer satisfaction and grow your business.

**Does the lowest price always get the business?**

Presented by:

**Sharon Wilding  
The Purple Edge**

Date:

**Wednesday 25 March 2009**

Customers look for value for money, which the lowest price does not always deliver. But it can be hard to resist pressure to drop your prices when times are tough. What value does your

product or service really deliver to the customer and how well does your pricing match up to that promise? Learn how to focus your marketing and selling on value, and how you can use pricing flexibly to attract more business.

**Making a small marketing budget go further**

Presented by:

**Kate Fairweather,  
CMC Aust Marketing**

Date:

**Thursday 30 April 2009**

If you view marketing simply as an expensive luxury then think again. Marketing is essential to growing your business, and there are lots of ways to maximise your impact without it costing the earth – and in some instances for free! Learn about the new online opportunities, the importance of integrating activities, and managing your lead generation and conversion strategies to get great results.

For more details and to book please visit

[www.eventskent.co.uk/marketing](http://www.eventskent.co.uk/marketing)  
or call 01732 878555.

If you are a Chartered Marketer in Kent and would like to get involved in the Small Business programme please contact Sharon Wilding at [sharon@cimkent.co.uk](mailto:sharon@cimkent.co.uk)

## **Raising funds for Demelza Hospice Care for Children**

David Pearce of Open Leaf Images needs your help in raising £50,000 for Demelza Hospice Care for Children. As

an avid supporter of Demelza, David is setting certain dates to photograph the families of your staff and management of your company and waive the usual session fee of £125. Instead, each family participating (by having their portrait taken) will be asked to donate £50 to Demelza Hospice Care for Children. Everyone will then receive a family portrait session taken at our studio or at their home along with various other images. They will also receive a 12x8 print of their choice free of charge. If they wish to purchase any further prints they may do so and 20% of all sales will be donated to Demelza in addition to the £50 session fee.

At the end of 2009, Open Leaf Images will publish a book where an image from each session will be included along with details of the company they work for. These will be available for purchase and 100% of all profits will be donated to Demelza. To thank the company for doing this, David will also take a corporate head shot of all senior management within that office. These would usually be £75 each.

Further information can be found at <http://www.dpearce.co.uk/Demelza.htm>.

## Branch Events

Please find below the events planned for the first half of 2009. Details of each event can be viewed on our website <http://www.cimkent.co.uk>.

### February 2009

February 25<sup>th</sup> 2009  
Craig Hanna  
Improving Response Rates  
Kings Hill – West Malling

### April 2009

22 April 2009  
Ted Gladdish  
Corporate Social Responsibility  
(Kent CIM Event in aid of Demelza)  
Demelza House nr Sittingbourne

### May 2009

May 13 2009  
Thom Poole  
Ethical Digital Marketing  
Kings Hill – West Malling

### June 2009

June 10 2009  
James Hammond  
Branding beyond the logo  
Kings Hill – West Malling

## Join Kent CIM Committee

- Want to meet interesting people and make a difference?
- Want to add something quantifiable onto your CV?
- Want to accumulate CPD Hours?
- Want to work in a vibrant and young team?

If your answer is **YES** and you can afford the time to attend 4 committee meetings and give up time for a committee position, then the Kent CIM committee maybe the ideal opportunity for you. We have a number of opportunities available:

- Branch Secretary/New Member Coordinator
- Newsletter coordinator

If you are interested please contact Ian Lockyer, Kent CIM Chairman on 07775 815500 or via email at [ian@cimkent.co.uk](mailto:ian@cimkent.co.uk)

## Have you a friend who would like to see this newsletter?

We are now offering people with a basic interest in marketing to sign up and become a 'Friend of the Kent Branch of the Chartered Institute of Marketing'. Signing up will give you the following benefits:

- Notification of branch events
- Quarterly editions Kent Branch News, the newsletter of the Kent Branch of the Chartered Institute of Marketing.
- Priority booking to the Annual Marketing Lecture

If you know of anyone who would like to see this newsletter and notification of our events, please get them to forward their name, e-mail address and telephone number to [ian@cimkent.co.uk](mailto:ian@cimkent.co.uk)

### Vacancy : Junior Marketing Assistant

The Countrystyle Group are a rapidly expanding group of companies in the waste management and recycling industry with offices in Pluckley, Sittingbourne and Strood, providing customers with wide range of quality services throughout Kent.

Following a rapid expansion of activities within the marketing department we now seek a junior assistant to work for the Group Marketing Manager and his Assistant. As well as excellent administrative and computer skills applicants must have a genuine interest in marketing.

This is a real opportunity for somebody to progress within their chosen field.

**Please apply in writing, enclosing your CV and stating your current salary to:** John Suffolk. The Countrystyle Group, Stanford Bridge Farm, Station Road, Pluckley, Kent TN27 ORU **or email** [john.suffolk@countrystylegroup.co.uk](mailto:john.suffolk@countrystylegroup.co.uk)

## Book online *the easiest way to book an event*

Visit [www.cim.co.uk/events](http://www.cim.co.uk/events) and log into the site using the blue panel on the left hand side of the screen. If you have not already set up your CIM online account please <https://secure1.cim.co.uk/joinonlinesecure/JoinStart.aspx>

Search for your event by region, topic and/or type and select the relevant event. Click the button to book online.

Check your contact details before submitting your booking. To update any details, simply click into the relevant box and amend as necessary.

Payments are made via the internet secure payment provider WorldPay. Card details entered will not be recorded or held by CIM.

You will receive immediate email confirmation of your payment from WorldPay. You will also be given the option to download and/or print out a payment receipt on CIM headed paper.

## CIM Membership rewards

- Recognised professional status
- Regular marketing events in your local area
- *Cutting Edge* – weekly email marketing bulletin
- *the marketer* – our award-winning member magazine
- Learning Zone – online portal for studying members
- Shape the Agenda – debates on live issues
- CIM Career Portal – online career advice and searchable job vacancy database
- Knowledge Hub – access thousands of market and company reports and top business journals online
- Marketing Legal Helpline – save yourself some stress and use our free legal helpline for advice on all UK and EU legislation affecting marketing
- Discounts – receive discounted rates from participating suppliers on conference facilities, corporate travel, hotels across Europe and the UK, translation services, voice coaching, car hire and more

## Your CIM Kent Branch Committee

Name and position	Email
Ian Lockyer Branch Chairman	ian@cimkent.co.uk
Neil Lakeland Treasurer and Vice Chairman	neil@cimkent.co.uk
Andrew Harfoot Public Relations Officer	andrew@cimkent.co.uk
Sara Royle Professional Liaison Officer	sara@cimkent.co.uk
Sharon Wilding Small Business Programme	sharon@cimkent.co.uk
Faith Chan Events Manager	faith@cimkent.co.uk
Becky Wright Web Editor	rebecca@cimkent.co.uk
Emmy Lovell Committee Member	emmy@cimkent.co.uk
Natalie Evans Networking Coordinator	natalie@cimkent.co.uk
Mary White Educational Officer	mary@cimkent.co.uk
Bruce Bell Sponsorship Officer	bruce@cimkent.co.uk
Heather Wells Committee Member	heather@cimkent.co.uk
Simon Wakeman Webmaster	simon@cimkent.co.uk
Craig Hanna E-Connections	craig@e-consultancy.com
David Yates Regional Chairman	david@agoralogic.co.uk
Michael Warne Regional Director	michaelwarne@cim.co.uk
Paul Fifield President	paulfifield@fifield.co.uk



**CIM Qualifications in Kent.**  
A new way to study.  
Courses start in September and January

[www.goldcrestacademy.co.uk/marketing\\_courses](http://www.goldcrestacademy.co.uk/marketing_courses)  
[info@goldcrestacademy.co.uk](mailto:info@goldcrestacademy.co.uk)

goldcrest  
ACADEMY

 The Chartered  
Institute of Marketing  
Accredited Study Centre