

Play It By Trust - Ethical Digital Marketing

Thom Poole
Jack Marketing Solutions
May 13th 2009



In his presentation, Thom aims to examine Ethical digital marketing in the modern marketplace. He will concentrate on the following subjects:

- What is ethical?
- What is privacy?
- Friendship
- Trust in Marketing
- Trust in Account Management & Sales
- Trust on the web
- Competitive Advantage of Trust

As part of his presentation, Thom will include a workshop-like exercise at the end to get delegates thinking about what trust is all about.

About Thom Poole

Thom has lived, studied and worked in England, France, Germany and Liechtenstein, gaining international marketing and management experience with large blue-chip multinational companies. Passionate about the opportunities the Internet revolution offers companies for marketing their goods and services, Thom has been using it for these purposes almost since it started, in 1992. He now uses his skills to support small and medium sized companies develop their own expertise in marketing – particularly around the cost-effective and easy to learn web-based options.

Thom has in-depth knowledge and experience in all the available web-based marketing initiatives, from basic e-mail campaigns to more complex website development and search-engine optimisation capability. He has developed an MSc in Digital Marketing, and lectured at universities in London.

Date: Wednesday May 13th 2009

Time: 7.00 p.m. Reception and Networking
7.30 p.m. Speaker
Buffet Supper

Cost: £22.50 CIM members and students
£27.50 CIM non-members (includes buffet supper)

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Thom's professional qualifications and membership associations provide his clients with the confidence that he speaks with authority:

- Bachelor of Arts Degree in International Marketing Management
- Chartered Institute of Marketing Post Graduate Diploma in Marketing
- Master of Science Degree in Marketing
- NLP Practitioner
- Individual Chartered Marketer status since 1999
- Fellow of the Chartered Institute of Marketing, where he served as the Chairman of the Surrey Branch, and now sits on the South East England Regional Board
- Member of the Chartered Management Institute, Strategic Planning Society and Marketing Society

He is also a regular on the speaker circuit, with particular interest in speaking on ethical marketing, digital marketing, and web design for marketers and customer relationship marketing (CRM).

Each delegate will receive a copy of Thom's new book 'Play it by Trust'.

How to find us



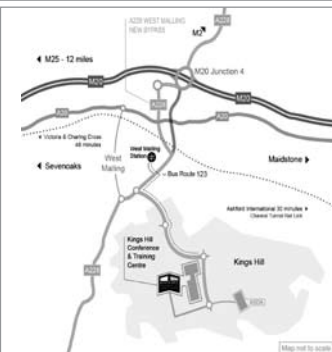
University of Greenwich, Kings Hill Conference & Training Centre,
6 Alexander Grove, Kings Hill, West Malling, Kent, ME19 4GR
Tel: 01732 842842 Fax: 01732 872955



By Rail

West Malling Station is approximately 50 minutes from London Victoria on the line to Maidstone East and Ashford (Kent). There are also some services running directly to and from London Bridge (40 mins). Kings Hill Business Park is 5 minutes by taxi from the station.

Local Connections: Bus 123 connects West Malling Rail Station to the Business Park. Other bus routes provide direct connections with Maidstone, Tonbridge and Chatham.



Events Booking:

In order to reserve your place for this event, please visit and book online at: www.cim.co.uk
Alternatively call the events team on 01628 427120.