

## Marketing in a Recession

Dr Paul Fifield  
November 12th 2008



**Upturns and downturns have always been with us. For a lot of people though, this will be their first recession and they are understandably concerned. But why look on the bleak side?**

Recessions aren't all bad, they can be very useful; like a particularly hard winter they tend to remove all sorts of parasites:

- Companies and managers who make customer promises they can't keep
- Sales organisations masquerading as marketing organisations
- Mediocre marketers who have made a living (up to now) with undifferentiated offers, to undifferentiated markets and been just too lazy to change
- Short term businesses that believe (are really convinced) that profits come first and customers second

And this recession looks like being even better than the last – we could be facing structural change this time so that normal service will not be resumed when its all over. **I do hope you are prepared...**

### About Dr Paul Fifield

Dr Fifield is married with three children and lives in Winchester. He holds a degree in Business Studies as well as an MBA and a PhD in Marketing Strategy, both from Cranfield University. He was elected a Fellow of the Chartered Institute of Marketing (FCIM) in 1988, an elected member of CIM Council 1999-2001 and the CIM International Board of Trustees 2002-2004. Paul is a Visiting Professor at Southampton University School of Management. He is currently President of the CIM Kent Branch and a Fellow of the Royal Society for the encouragement of Arts, Manufacturers and Commerce (FRSA).

**Date:** Wednesday November 12th 2008  
**Time:** 7.00 p.m. Reception and Networking  
7.30 p.m. Speaker  
Buffet Supper  
**Cost:** £35 CIM members and students  
£40 CIM non-members  
(Includes Paul's new book 'Masterclass' worth £29.99 & buffet supper)

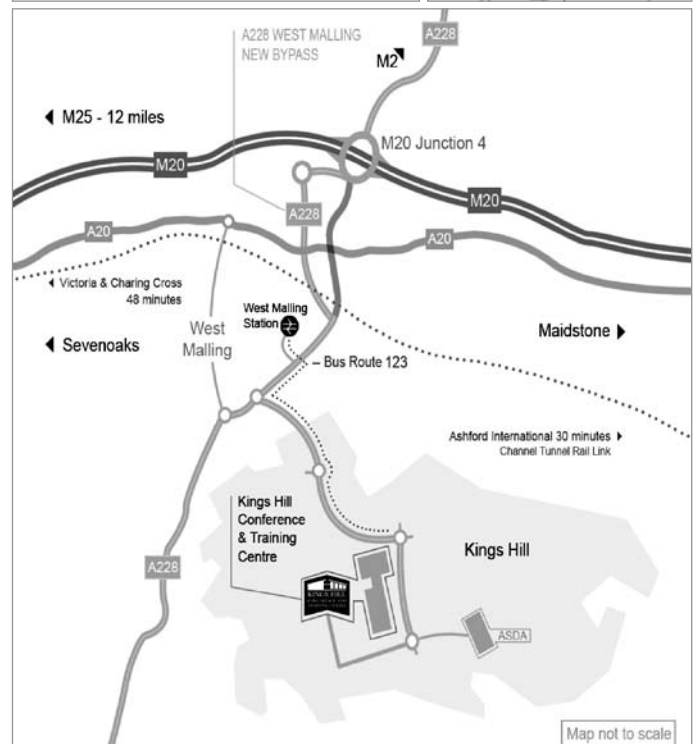
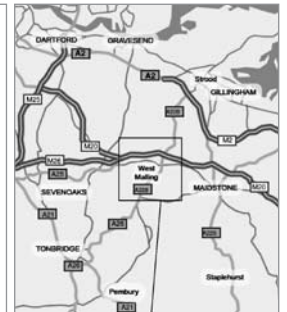
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Each delegate will receive a copy of Paul Fifield's forthcoming book 'Masterclass' – £29.99 RRP.

### 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](http://www.cim.co.uk)  
Alternatively call the events team on 01628 427120.