

# The Kent Annual Marketing Lecture

## On a Wing and a Prayer

**Guest speaker:** Tony Anderson  
Marketing Director, Places for People

Wednesday 8 October 2008  
Ramada Hotel Resort, Maidstone, Kent



### Introduction

At this year's Kent Annual Marketing Lecture Tony Anderson will give a stimulating talk about the marketing phenomenon of low-cost airlines, the spectacular success of brands like easyJet and Ryanair and the role that marketing plays in the fight for survival of all airlines at a time of record oil prices.

After rising through the marketing ranks at British Airways and Thomas Cook, Tony turned from gamekeeper to poacher when he was appointed Marketing Director of easyJet. As only the airline's third employee he helped launch the airline that became an internet pioneer, a household name and a major force in European aviation.

Tony went on to become Marketing Director of the easyGroup and held positions on the board of several of Stelios's companies. After five years at easyGroup, Tony moved on and held positions at pioneering online bank Egg, where he served as Retail Marketing Director and TNS PLC. More recently Tony joined the board of the UK's largest property management & regeneration company Places for People and became Marketing Director of The Children's Mutual. He is an adviser to a number of technology and alternative energy companies in the Cambridge area.

Marketing Magazine have ranked Tony among the top marketing names in the UK and he has been a finalist for the Marketeer of the year awards.

### In the lecture Tony will talk about:

How a new breed of low cost airlines rewrote the marketing textbooks taking on the Goliaths of the aviation business. He will also focus on the critical roles that direct sales, aggressive PR and the internet played in this barnstorming success.

**The time:** 6.45 pm Networking and buffet  
8.00 pm Speaker  
9.00 pm Finish

**The cost:** £22.50 + VAT  
Includes hot buffet supper and refreshments

**The date:** Wednesday 8 October 2008

**The place:** Ramada Hotel Resort, Maidstone, Kent

**TURN OVER NOW TO BOOK YOUR PLACE**

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## BOOKING IS EASY!

There are three easy ways to book places in this event:

1. Book online at [www.eventskent.co.uk](http://www.eventskent.co.uk)
2. Fill out the booking form with credit card details and fax back to **01732 847366**
3. Post booking form, with payment to **Freepost Events, Business Link** (no further address required)  
If you require any further information, please ring the Events Hotline on **01732 878555**

Please tick if you  
are a CIM member

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Company Name \_\_\_\_\_ Tel No \_\_\_\_\_

Address \_\_\_\_\_ Fax No \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Company Start Date \_\_\_\_\_

(If planning to start a company, please write 'Pre-Start')

No of Employees \_\_\_\_\_ Email \_\_\_\_\_

Main business activity \_\_\_\_\_ Website \_\_\_\_\_

Please make cheques payable to '**Business Support Kent CIC**'

I enclose a cheque for £ \_\_\_\_\_

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Please send me a pro forma invoice

Signed \_\_\_\_\_ Position \_\_\_\_\_

If you have any additional needs relating to any disability please let us know.  
A member of staff will be available to help throughout the event

## Terms and Conditions

The details you have provided will be used by the joint organisers - Business Support Kent CIC and Chartered Institute of Marketing (Kent branch) - to keep you informed of other marketing and business support services that may interest you. If you do not wish to receive any further direct marketing from us (whether by post, telephone or email), please tick this box

All bookings must be paid for in advance of attendance at the event. Bookings are only provisional until full payment has been received.

CIM Kent / Business Support Kent CIC reserve the right to refuse admission.

Cancellations or alterations to bookings can only be accepted if made not less than 14 days prior to the date of the event. Any cancellations or alterations received less than 14 days before the event will not entitle you to a refund of any description.

A pro-forma invoice will be issued, which must be paid in advance of attendance.

You will be provided with final details one week before the event. Please contact us if they are not received on Tel: 01732 878555