



**Welcome to this,  
my first newsletter as  
Kent Branch Chairman.**

As we approach Christmas it seems an appropriate time to look back and reflect on what has been, without wishing to understate, a tough year all round. 2009 will have been for many people, myself included, the first time in their career that they encountered a recession. Although we all knew that the boom times were not going to last, from the late 90s through to 2007/2008 they showed no sign of coming to an end. But what have we learnt from the experience?

For me, the lessons are nothing new. We need to invest in our brand to insulate it from the economic shocks which are always going to occur (whilst

this may be my first recession I am confident it won't be my last) and differentiate the products/services which we offer to ensure that they do not become commoditised. By doing this we can build a relationship based on trust with our customers which, like all relationships that matter, will hopefully persuade them to continue buying from us "for better for worse, for richer for poorer, in sickness and in health".

Some of our recent events have explored how you can do this, and our 2010 schedule promises more insights. You can learn more about these throughout the following pages. However, if you feel there is something which we're not touching on, or you have a particular expertise you wish to share, please do not hesitate to contact me by e-mailing [neil@cimkent.co.uk](mailto:neil@cimkent.co.uk) or phoning 07941 562938.

I hope you enjoy this newsletter and look forward to seeing you at our next event.

**Neil Lakeland**  
Kent CIM Chairman

**Kent Student Chapter**

Although officially launched on 21 October with an event at Canterbury Christchurch University, the CIM Kent Student Chapter has already successfully completed one project and is currently underway with the second.

Working with Kent based butchers – J. C. Rook & Sons - members of the Chapter were asked to come up with a new design for their fleet of vans. The brief was reasonably simple - it had to be something fresh, but with more clarity to its message: getting across that all produce is sourced locally was key to the success.

Future projects involve working with independent businesses as a marketing consultant and agency. Ideas currently being considered include a new student based campaign for a local restaurant and raising brand awareness of an independent jeweller. If you would like some advice or guidance from the Student Chapter, or feel that you could offer an interesting project for them to take on, please contact Neil Lakeland who will put you in touch with a representative.

**CIM Kent Student  
of the Year**

Well done to Charlotte Wallace, Product Manager with BT, who has been named Chartered Institute of Marketing Kent Student of the Year. Charlotte passed all four of her Professional Postgraduate Diploma modules in one year and achieved the highest aggregate score in Kent. Based in Chislehurst, Charlotte studied with The Marketers Forum. She was presented with her award by David Yates, South East Regional Chair of the Chartered Institute of Marketing. *Full story page 3*



**Above & right:** Charlotte receives her Kent Student of the Year award. During The CIM Annual Kent Marketing Lecture

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## Global message brought home to Kent

Steering an international bank through the choppy waters of the recession, to emerge with its sails and its reputation intact, was the theme of this year's Kent Annual Marketing Lecture, delivered to a packed house at the Ramada Hotel, Maidstone.

The Kent Annual Marketing Lecture is organised jointly by Chartered Institute of Marketing and Business Link. The event provides the county's marketing professionals with an insight from a keynote speaker into key marketing techniques that can be applied at a local level.

Guest speaker Huw Morgan, Head of Business Banking at HSBC, told a business audience of more than 90 people how HSBC had developed over the last ten years. The bank, with a history going back more than a century, successfully branded itself in the global market, and with the 'world's local bank' tag earning itself a position in the top 50 most recognised international brands.



At the event, Charlotte Wallace, Product Manager with BT, was named Chartered Institute of Marketing Kent Student of the Year for passing all four of her Professional Postgraduate Diploma modules in one year and achieving the highest aggregate score in Kent. Charlotte, from Chislehurst, studied with The Marketers Forum. She was presented with her award by David Yates, South East Regional Chair of the Chartered Institute of Marketing.

Tony Buddin, Head of Marketing at Business Link, said: "The Kent Annual Marketing Lecture is always very popular. The brand is a key asset for any company and this event was highly relevant to the development of marketing strategies in all industries."

Neil Lakeland, Chair of the Kent Branch of the Chartered Institute of Marketing said: "Huw Morgan delivered a masterclass on brand building across a range of media and provided a number of useful tips for smaller businesses to take away. Whilst not every company has the budget which HSBC had, all companies have the ability to

build a dominant brand in their sector providing they address the key issues which Huw focused on."



**Top left to bottom right:** Huw Morgan, Head of Business Banking at HSBC, explaining why a brand is so important; delegates at the Kent Annual Marketing Lecture; Ian Lockyer, outgoing Chair of the Kent Branch, introducing Huw Morgan and CIM Kent Student of the Year winner Charlotte Wallace.

## Looking back at past events

### The Marketing of English Wine, September 2009



Joining forces with the Kent Branch of the Institute of Directors for the first time, members of both the CIM and IoD were treated to an informal tour of the award winning Chapel Down vineyard and informative talk by Frazer Thompson, the MD of English Wines Group.

During his presentation attendees learnt the danger of pricing too low as well as too high since too low a price means your product may not be taken seriously – in 2001 when Frazer joined Chapel Down they were selling 20,000 bottles a year at a RRP of £5.99, today they are selling 100,000 bottles a year at a RRP of £19.99 – and also why you should not be reliant on just a couple of customers.

Using the framework of the 7Ps, Frazer went through what each one meant for his company and highlighted why they place such value on certain “trophy” accounts which serve to legitimize English wine and have such an emphasis on quality – in 2003 Frazer disposed of 60,000 litres of wine

because it didn't meet the quality which Chapel Down demanded.

### Branding Beyond Boundaries, October 2009

If you've ever wondered how to successfully build an instantly recognisable brand, then this event would've gone a long way to answering your questions.

Through his presentation, Huw Morgan touched on why you need to build a successful brand and how a healthy brand is a good indicator of future business. For it to be successful though it needs to resonate on an emotional level (witness the recent BMW shift from “the ultimate driving machine” to “expressions of joy”).

He maintained that the modern business environment is less about positioning a company but more about ensuring that the company takes a position.

## Kent 2020 exhibition

### The must attend event for 2010.

Taking place on Thursday 22nd April 2010, Kent 2020 is now the biggest business-to-business exhibition in the South-East and a must attend event. Last year there were a record number of 350 exhibitors and 3,700 attendees and it promises to be a bigger and better event in 2010. Since its launch in 2005, it has proved to be a major exhibition and a great place to find new customers and suppliers, check up on competitors and get new ideas for your business.

Attendee bookings with a full agenda will be available in December, however details are regularly updated on:

[www.kent2020.co.uk](http://www.kent2020.co.uk)

## Forthcoming branch events

### 17th February 2010

#### Content is King, Conversation is Queen

In the last year the media has been through a massive change and there are bigger changes to come. Printed media is on the back foot and digital media is exploding. So what is the future of printed media? Is social media a fad? How will all of this affect me?

Venue: Bridgewood Manor Hotel

### 19th May 2010

#### To Tweet or not to Tweet

Fazed by Facebook? In a tiz over Twitter? Wondering what Web 2.0 actually means? If any of these questions apply to you then this is a must attend event. You will benefit from an insight into social media and learn how to use its tools effectively.

Venue: Bridgewood Manor Hotel

### 16th June 2010

#### Successfully Branding Your Business

With over 10,000 different brand messages assaulting us every day, how can you make your one stand out successfully? This event will give you the tools and techniques to turn “bland” into “brand” and explain why you need to communicate on the emotional level.

Venue: Bridgewood Manor Hotel

## 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 do so at <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
- Job vacancy service
- Marketing Resources – access thousands of market and company reports and top business journals online
- Legal Helpline – save yourself some stress and use our free legal helpline for business and personal matters.
- 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
<b>Paul Fifield</b> President	<a href="mailto:paulfifield@fifield.co.uk">paulfifield@fifield.co.uk</a>
<b>Neil Lakeland</b> Branch Chairman	<a href="mailto:nlakeland.cim@tesco.net">nlakeland.cim@tesco.net</a>
<b>Neil Lakeland</b> Treasurer	<a href="mailto:nlakeland.cim@tesco.net">nlakeland.cim@tesco.net</a>
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