



The Chartered  
Institute of Marketing

# CAMBRIDGESHIRE EVENTS 2005 APR

SEASON 2004-05

EDITED AND PRODUCED BY PETER MANN AT BUZZ ASSOCIATES LIMITED, 45 EAST HATLEY, SANDY, SG19 3JA. 01767 651115. peter@buzzassociates.co.uk. PLEASE SEE OVER FOR OTHER DETAILS

Networking is a skill that can be learned and mastered – and if done well can have a massive impact on your business success. Find out how to network at ARM on

**Tuesday 12 April, 6.00 for 6.20 pm**

## Networking for success

*It's no coincidence that successful CEOs spend more than 70% of their valuable time networking each day.*

**Shelagh Fairbank, Networking For Success Limited, Stevenage**

**Did you know** that between 50 and 90% of business is generated through 'word of mouth' marketing and networking?

Networking is a vital skill that allows you to cultivate lasting business relationships and create a large sphere of influence from which you can find new contacts, clients, referrals and opportunities. It's not what you know, it's who you know.

We all want to be successful networkers and no one can afford not to have an up to date network of contacts to call upon. However, not everyone is comfortable, or confident, in establishing these contacts and using them for personal, professional or organisational success.

For many companies it's also equally important to have a 'relationship management' strategy so that employees can communicate the company message effectively while identifying opportunities or enhancing relationships.



**Shelagh Fairbank worked in IT corporate sales, account development and training for six years, managing over 150 consultants in the field. Her experience in the training business over the past 10 years has enhanced her belief that effective communication is critical for all business people – and it's with this passion that she has confidence in a programme that is tried, tested and works.**

In a specially tailored and interactive workshop for us, Shelagh Fairbank will be

offering the tools and techniques within a structured framework that will enable everyone to network more effectively – with a focus on three main areas: preparing, participating and profiting from

effective networking.

This will allow her to cover working a room and asking the right questions, getting impact with great introductions, active listening – how to spot an opportunity – and the all important follow up to make a network work for you.

- Please note the 6.00 for 6.20 pm start time.
- For some useful reading, Shelagh recommends *Selling to VITO* by Anthony Parinello (ISBN 1-58062-224-0).
- **CIM study course** - *Professional Diploma: Marketing Management in Practice*. This event qualifies for CPD.

## New Masters programme from APU

APU's *MA Marketing and Innovation* programme is for undergraduates with degrees in marketing, business or a closely related subject who wish to pursue marketing at postgraduate level – a great opportunity to explore new ideas, innovative approaches to strategic marketing planning and how to deliver better value from your marketing activities. It begins in September.

Professional marketers can fast track on to the last stage of the course if they have passed the CIM Postgraduate Diploma or have extensive experience working in the marketing industry.

Further information from Paul Weeks on 01245 493131 ext 6884, e-mail p.weeks@apu.ac.uk.

## 6.20 pm start – book early

In order to give everyone a chance to practice Shelagh's networking ideas (see left), her talk will begin at 6.20 pm sharp so that we can all network (and have a bite to eat) afterwards.

To make sure you have a seat, and a sandwich, please book your place(s) now via our booking hotline in Glasgow – see below, left.

## Sell, sell, sell

Before the start of our meetings, can you talk for two minutes about your company and its service or products to a lively audience of marketing people?

Great chance to pitch – but *only* for two minutes.

Cost? Just £50+VAT.

To book your space, please ring Sue Higgins on 07801 859274.

Bring your clients and colleagues to ARM so they can enthuse about your ideas and learn more about marketing.

Coffee, soft drinks and sandwiches from 6.00 pm.



glasgow@cim.co.uk

**Book your places by faxing, e-mailing or phoning CIM bookings, Glasgow**  
F 0141 221 7766  
T 0141 221 7700  
with your credit card details.

**CIM members** £10.00.  
**Non-members** £15.00.  
**Students with NUS card, OAPs** £5.00.  
All prices include VAT.

