



A joint venture between



The marketing event for the voluntary and community sector

February 21st 2013 York

- Strategy
- Creating business
- Developing sales
- Innovation
- Effective social media
- Winning partnerships
- Public Relations
- Branding





Survive to Thrive

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North Yorkshire and York Forum, in partnership with A View From The Hill CIC, welcome you to our first annual marketing conference.

After listening to organisations from across Yorkshire during the last 12 months, it is clear that the majority have identified marketing as being critical to their longer term success.

That is why we have brought together leading experts and practitioners to address the key foundations of effective marketing for all organisations.

This unique one day event will cover a range of topics from leadership and strategic management, through to finding sources of innovation, building your brand and communicating with your customers using proven techniques and new digital technologies.

Bob Curry

North Yorkshire & York Forum

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Our speakers are highly successful practitioners, from both not for profit and private sectors, and leading researchers in the field.

You are guaranteed to come away from this event enthused, inspired and better equipped to address your marketing challenges.

This event will benefit all people with responsibility for marketing activities from strategy, PR and fundraising through to customer relations.

If you need further information, please do not hesitate to contact us at the numbers below.

Edward Ryder

A View from the Hill CIC

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e: info@biskit.co.uk

Survive to Thrive

9.00am **Start and event open**
9.30am **Welcome**

9.35am to 10.45 am PLENARY SESSION THE MYTHS AND REALITIES OF MARKETING



Speaker: Edward Ryder, Chairman of Mid Yorkshire Chartered Institute of Marketing and Director at A View From The Hill CIC

In this practical and innovative seminar, Edward will dispel many of the myths about marketing, with examples of how organisations large and small are making it work for them.

During his seminar, Edward will review marketing strategy, how to reach customers using modern and traditional marketing methods and measuring for success. Edward is a firm believer that you don't need big budgets, hundreds of employees or a degree in marketing to make it work effectively for you.

Edward will identify the essential marketing toolkit for successful organisations.

UNDERSTANDING YOUR UNIQUENESS

Each and every organisation is unique. Understanding this is core to identifying the market they operate in and potential opportunities.

Bobby Prashad and David Greenwood-Haigh will present how they went about developing and positioning their businesses, building on their successes, learning from their mistakes and how they are meeting the challenges of the future.



Speaker: Bobby Patel

Bobby is the owner of Prashad Ltd, a Bradford based success story. From early beginnings as an Indian deli based in a launderette, Prashad has become a UK culinary success story.



Speaker: David Greenwood-Haigh, Divine Chocolate

After a long career in the food industry, David now helps Divine Chocolate promote itself throughout the UK.

10.45-11.00am **Refreshments**

11.am – 12.15 pm **Morning Workshops**

CREATING THE CAPACITY OF THE ORGANISATION TO DEVELOP MARKETING



Speaker: Neil Kelly, Senior Course Lecturer and CIM Course Leader at Leeds Met Business School

Neil has spent many years in marketing, in and outside of industry, working across the full spectrum of marketing roles.

Neil will describe how organisations can develop their teams to create a more marketing focused environment and stay ahead of the competition.

How can your organisation benefit from better marketing, and who will be responsible?

UNDERSTANDING YOUR CUSTOMERS



Speaker: Steve McCann - Marketing Controller at Hallmark Cards

Steve joined Hallmark in 2008, and has been instrumental in working with his team to develop their marketing strategy through a clear understanding of changing customer needs, and using technology to change the way they interact with new and potential customers.

Staying close to customers has never been more important. How do we understand our customers?

What do potential customers look like, and how do we find out?

Steve will answer these questions and more when he shares with you his experiences at Hallmark, where they have been working hard to find the answers to these challenges. He will guide you through the process that you can adopt to bring yourself closer to your customers.

INNOVATION THROUGH MARKETING



Speaker: Steve Hambleton - Chief Executive at Sheffield Royal Society for The Blind

After working in the private sector for many years, Steve joined the Sheffield Royal Society for the Blind in 2000, bringing a wealth of management and financial expertise and helping to guide the society through several strategic issues. However, during this process he also learnt many valuable lessons about working with a team that had implications for the services and products offered.

Steve will share with you the experiences of his team during the last decade, and how they have developed a robust management team that has tackled a range of issues, delivering an improved service that has led to many opportunities. You will learn a range of approaches to address many of the common issues facing the not for profit sector.

12.15pm to 1pm Lunch
1pm to 2.15pm Workshops

DELIVERING THE BRAND



Speaker: Caroline Cook - Head of Integrated Marketing at ASDA

Caroline Cook is the Head of integrated marketing at ASDA, responsible for ensuring the most effective use of their marketing budget.

How can we change our organisations to ensure we deliver our promise?

Do we need big budgets, outsourced marketing support, or are there things we can do ourselves?

Focusing closely upon links with customers, Caroline will present the background to the development of the ASDA in-house marketing programme.

She will give an insight into how this has helped them deliver their marketing promise more effectively, and its impact upon improved profits, cost reduction, suppliers, customers and employees.

USING SOCIAL MEDIA EFFECTIVELY



Speaker: Deborah Goodall - Director at Aer8 Marketing

Deborah has spent her career working in Marketing for a variety of sectors including healthcare, horticulture and charities. She successfully positioned the

Great Yorkshire Show as the number one agricultural show in the UK delivering a record audience and sponsorship level.

In this session, Deborah will provide a practical guide to using social media effectively and efficiently, avoiding the common pitfalls.

DEVELOPING SALES SKILLS



Speaker: Gary King - MD at Tendo

Gary is the MD of Tendo, working with UK companies in numerous sectors to deliver their growth agenda. He specialises in business planning and strategy development, interim sales and business mentoring. His 25 year career enables him to deliver the results needed quickly and effectively and ensure they are sustained.

What does your sales strategy look like ?

What exactly are you 'selling,' and to whom?

Gary is a sales development expert, and will challenge you to answer these questions and more as part of this highly practical seminar session.

In addition, Gary will also discuss the role of your team, partners and other stakeholders in the sales process and how they can be harnessed to deliver your objectives more effectively.

At the end of this session, you should be able to highlight gaps in your current sales strategy, and develop a strategy to fill them.

2.15pm to 2.35pm Refreshments
2.35 – 3.50 Workshops

BUILDING AN EFFECTIVE PR STRATEGY

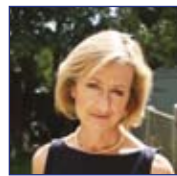
This session features contributions from three different speakers, all with overlapping views on the power of PR, and how it can be used to achieve many different benefits for you and your partners.

After three short presentations, featuring practical ways in which you can use PR more effectively, you will have the chance to ask the panel questions as part of a lively debate.



Speaker: Phil Morcom - PR, Media and Social Policy consultant

Phil has over 20 years PR experience in the public and not for profit sectors, working with a mixture of skills including social media and media relations. During his career, Phil has worked with the Alzheimers Society, the Joseph Rowntree Foundation and the Department for Work and Pensions.



Speaker: Carmel Harrison - Director at CH Communications

After many years working in the public and corporate sector as a journalist and successful bid writer, Carmel started her own business in 2010.

Carmel is head of PR for the Institute of Directors Yorkshire Region, in addition to managing CH Communications, working on many commercial and not for profit projects.



Speaker: Martin Patterson - PR & Communications at St George's Crypt

Martin has worked as the Fund Raising Director at St George's Crypt in Leeds since 1998, and has worked with the team there to raise the profile of the crypt substantially during this period, with the result that it is seen as an outstanding example of its kind in the UK.

Martin has considerable experience of the use of PR in the not for profit sector, to build relationships between the community, sponsors, volunteers and other stakeholders.

Further workshops overleaf

Afternoon workshops continued

BUILDING LINKS WITH BUSINESS



Speaker: Linda Stevenson - Development Officer. North Yorkshire and York Forum

Linda's career has seen her work across many different sectors throughout the UK, developing a range of skills from research through to franchise development, and the development of collaborative partnerships as part of a major project in the Scottish voluntary sector. Linda is an expert in the development of links between business, the community and voluntary sectors.

Partnerships are an increasingly important part of strategy in the not for profit sector. Increasingly we are seeing the development of partnerships with many other stakeholders, often across geographic boundaries. Whether it is sourcing funds, reducing costs through joint working, research or increasingly about delivering a new service/product, partnerships are changing the way we work. Just how can we develop more effective partnerships, and how do we decide who to partner with? Linda will define the process you can follow to build effective partnerships, and identify potential partners.

THE BALANCING ACT – PROFIT V SOCIAL BENEFIT



Speaker: Simon Biltcliffe - Managing Director of Webmart Ltd

Simon is the Managing Director of Webmart Ltd, a quiet success story based in four locations around the UK. Simon and his team have grown Webmart from an initial investment of £10,000 into a multi-million turnover business and UK success story.

Simon has spoken about business innovation and development at events across the world, and is increasingly in demand as a challenging and innovative speaker.

Innovation is essential to your organisation. now and in the future. In a competitive market, do you have to do something radically different to be successful, or just be better than the next person?

Simon will share his experiences of leading a successful and dynamic business, the lessons he has learned along the way, coupled with suggestions about how other organisations can develop themselves to take account of new opportunities.

3.50pm to 4.20pm Closing Session

CREATING THE COMPELLING VISION



Speaker: Laraine Penson - Director of Communications at Northern Ballet

Laraine oversees the communications strategy for the Northern Ballet.

Although it emerged from humble beginnings, the Northern Ballet is a major success story, renowned for its fusion of dance and drama. The NB brand is now recognised throughout the UK for consistent quality, and a mixture of traditional and challenging productions.

Remaining faithful to its core customers, whilst attracting new groups has been at the heart of its strategy, and no mean feat in itself.

Laraine will describe how the brand has developed, and how it has managed to maintain and develop its brand values using a mixture of routes to market.

Laraine will also highlight the potential lessons for the not for profit sector, and how this can be developed for your own benefit, irrespective of your organisation size.

4.20pm Close and networking



Booking Form

Name:

Organisation:

Address:

Tel:

Postcode:

Email:

Do you have any access requirements?

A lunch will be provided.
Please indicate any dietary requirements

Other requirements:

WORKSHOPS



☒ Please indicate preferred workshops - choose **one** from each

MORNING WORKSHOPS 11AM-12.15PM

- ☐ Creating the capacity of the organisation to develop marketing
- ☐ Understanding your customers
- ☐ Innovation through marketing

MIDDAY WORKSHOPS 1PM-2.15PM

- ☐ Delivering the brand
- ☐ Using social media effectively
- ☐ Developing sales skills

AFTERNOON WORKSHOPS 2.35PM-3.50PM

- ☐ Building an effective PR strategy
- ☐ Building links with business
- ☐ The balancing act - profit vs social benefit

CONFERENCE FEES



☒ Please indicate

☐ Voluntary sector organisation **£75**

☐ Standard price **£95**

☐ I enclose a cheque for **£**

☐ Please send invoice

COMPLETE & RETURN



Please complete one form per person and return with payment to:

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St James Lodge, Masonic Lane, Thirsk, YO7 1PS

t: 01845 526909

e: admin@nyyforum.org.uk

Please make cheques payable to:

North Yorkshire & York Forum

Registered charity number: 1138552

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Online Booking Also Available at:
<http://survivetothriveyork.eventbrite.com>