

For members in the Greater London Region covering London, Bedfordshire, Hertfordshire and Milton Keynes

# How to get qualified

## A 6-point plan from Caroline Gibbs, CIM graduate

**Caroline explains: "Getting qualified has been a great confidence builder and given me invaluable know-how. It is worth the effort and with a clear focus you can make sure that every minute you spend studying is time well spent. Here is my advice – and I wish you every success."**

### 1. Keep your goal in mind – at all times

When the going gets tough it helps to refer back to your reasons for studying. My goal, even in my first year, was to graduate. I didn't go to university so the CIM post-graduate diploma would be a real achievement for me.

### 2. Manage your time & commitments

Be realistic from the start. Don't try to do all four papers in one exam session. It's better to do one and pass, than do four and fail them all. Organise your time into small chunks. Study for a maximum of two hours at a time – any more and you won't be taking in new information.

### 3. Keep it real, contextualise

Always try and relate every part of the syllabus back to your own experiences at work. This really helps your understanding and helps you to contextualise answers in exams / assignments.

### 4. Learn the theory early

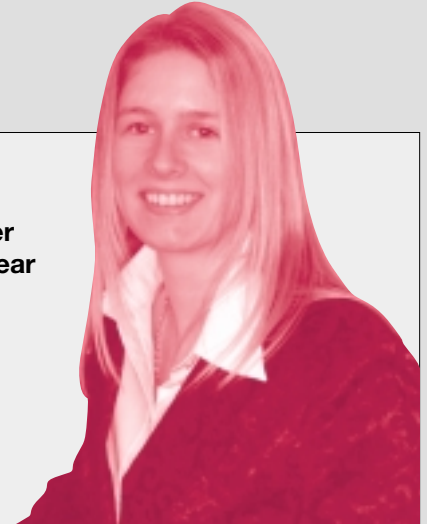
Try to learn the basic models as early on in your studies as possible. This saves cramming at the last minute and ensures you are very familiar with the theory when you want to use it in an exam.

### 5. Use acronyms and keep notes

Regularly consolidate your knowledge. I typed up my hand written notes into acronyms and reminders from every single module. By the time I came to my exams I had a ready-made revision guide. Use acronyms that you can remember, even if they're a bit daft. For example, I used IUDBAG to remember the Decision Making Unit (Initiators, Users, Deciders, Buyers, Approvers, Gatekeepers).

### 6. Enrol help

Studying is a big commitment. Let your friends, family and work colleagues know so that they understand when you're busy and can help when you need it.



*Caroline Gibbs started her CIM studies in September 2002. She graduated in November 2005 after completing all three levels of CIM qualifications (Certificate, Advanced/Professional, Post-Grad Diploma). Caroline successfully passed all twelve exams first time. She now works as Business Manager at First Drinks responsible for Booker & Makro.*

### Resources for exam success

If you know where to look there are superb resources available to studying members. Caroline Gibbs suggests these resources, which helped her to pass:

- CIM website – for case studies and relevant, up-to-date marketing stories
- Student Support Group – tutorials, revision seminars and exam practice
- News websites – the BBC, the FT etc – for getting the latest business issues
- CIM Learning Zone – great for past papers, examiners reports and model answers
- Your local college – for books, copies of newspapers and marketing magazines.

## Online booking goes live

It is now even easier to book an event. The new online booking and payment system has gone live in this region. Book online at [www.cim.co.uk/cimevents](http://www.cim.co.uk/cimevents) or call the Member Contact Centre on 01628 427120.

## April event for studying members

Despite being scheduled for April Fools Day, the "What the examiner wants" event promises to be a really sensible step towards exam success for CIM studying members. The session runs from 9.45 am to 12.30pm on Saturday 1st April 2006 in London and costs £5.

Last time this event ran, in October 2005, over 280 students booked.

### SPECIAL OFFER Book for you and bring a friend free!

Tickets £5.00 each (per student/guest including refreshments). Please book by Thursday 30th March 2006.

# Develop your career with mentoring

Two mentoring duos give their views:

1

## Doug Sinton & Denise Yates

"I was once told that we can learn something from everyone," says Doug Sinton, "this must be especially true in marketing, which is constantly evolving. Mentees and mentors can all learn something of practical use from each other. I signed up as a mentor for the scheme because I felt I ought to pass on something of my training and experience. If only this scheme had been in existence when I started out in marketing."

"Denise Yates is my mentee. I like to think of myself as a sounding board for her, but I have found that she is also ready to listen to any suggestions I make. I've found her open-minded approach refreshing. It is early days but already I have learned a great deal about

marketing for a charitable organisation like Denise's and the problems that presents."

"It has also been immensely satisfying to be able to help another marketer in a situation where I have nothing to gain or lose (financially). I have gained an insight into a side of marketing I had no previous experience of. And what greater incentive can there be for such a scheme that works, than it is free?"

*Doug Sinton retired MD of Sinton Tyres Ltd and part-time consultant.*



Denise explains, "I had just got a new job working for the National Association for Gifted Children. As number two in the organisation, I had to quickly acquire new skills to help me become effective in my role. I felt that I would benefit from having a mentor who had "been there, done that". A mentor with a vast amount of experience as a CEO has got to be good for my career development. Any middle manager should be looking seriously at a scheme like this as part of their career development plans.

"It's a bit like having your own business psychiatrist or counsellor. Problems which I thought were intractable at the coal face suddenly seem so easy to solve once

you have talked them through with someone who is not involved. Because we are both busy people we meet for about two hours once every 4-6 weeks in the station coffee bar. We also keep in contact by e-mail. In terms of ground rules, everything we talk about is confidential and I have the confidence to know that I can say things and I won't be judged."

*Denise Yates is Finance & Fundraising Manager for the National Association for Gifted Children*



2

## Kap Varma and May Ho

"As a mentee, I felt I would benefit from the advice and experience of a mentor," explains May Ho, "I wanted help to guide me along my career path into marketing. It's good because the advice you receive is purely objective."

"From the moment I decided to take part, everything happened very quickly for me, job wise. Being able to communicate with my mentor was important, as I had to make a critical yet quick job decision. I was lucky to be able to tap into this 'resource'. Unfortunately, I

haven't been very good at keeping in touch since I secured the new job in Malaysia, but I hope to stay in contact even if its just to touch base. I only wish I had this scheme earlier in my working life. For anyone considering the scheme I'd say - try it and see what you think. If it doesn't work for you, fair enough but don't go away without trying it."

*May Ho is Marketing Analyst for Accenture in Malaysia*

"I think that being May's mentor has been an unusual mentoring role. I thought we'd meet after work in the pub or over a coffee and the mentee would raise issues and bounce ideas off me. Having been introduced to May by email, she urgently needed careers advice, and now has a new job in Malaysia. I can't easily go there for tea or coffee! Although I've learnt that you can be an effective mentor from a distance, I still prefer face-to-face not PC-to-PC although I do hope to be there for May as and when she needs support or to bounce thoughts and ideas."

"I decided to become a mentor because I've enjoyed this type of role in my working life. As an experienced marketer, I'm something of a journeyman and have worked in consulting roles for a number of companies. When I was 25-35, marketing was the same

competitive environment it is now. Colleagues and bosses look very carefully at you to see if you'll make it. If you don't know something it's a difficult environment in which to ask questions. Mentoring means that young marketers can ask questions and get advice without affecting their career chances. The benefits for mentors are in the development of skills in mentoring and coaching, and the self-satisfaction of transferring skills and experience. If you are a senior manager then you have developed staff. You have the skills to be a mentor. Try it!"

*Kap Varma is an Associate Director at Goldshield Ltd, heading up a Direct to Consumer Business Unit*



Members wishing to find out more should contact Philip O'Brien by email [philipobrien@usa.net](mailto:philipobrien@usa.net)

## Beds & Herts members get involved

New active volunteers in Bedfordshire & Hertfordshire met at the Comfort Hotel in St Albans in January. Stuart White, Team Leader for Beds & Herts comments: "I was delighted to meet local CIM members in person. Volunteers put forward a range of good new ideas, which we will be following up in Herts & Beds. I welcome their involvement".

### Thanks go to:

Paul Ekpenyong, John Daffern, Indira Chima, Jacqui Fowler, Fiona Roberts, Russell Fenner, Michael Harrison, Colin Howard, and Sean Parry from CIM Membership Services who attended on the 12th January.

Also to, Holly Simpson, Bridget Eggesfield and Gordon Adams, with Chair of the Greater London Regional Board, June Sheedy, Team Leader Stuart White, plus, John Daffern and Sean Parry, who attended on the 26th.

### Suggestions for CIM in Beds & Herts

- Provide a "Gardener's question time - Does the team think" style marketing forum
- Utilise volunteers network of contacts for quality speakers from local companies
- Share best practice at meetings as well as network
- Move the team meetings around the Beds and Herts area to suit participants
- Make the meetings fun and light-hearted - with the chance for a sociable drink for volunteers.

New volunteers are always welcome. Just get in touch.

### Team leaders

#### Bedfordshire & Hertfordshire

Stuart White 07976 299368

#### Milton Keynes

Cathy Jones 07711 201519

#### North London

Claire Dirdal [claire.dirdal@bhs.co.uk](mailto:claire.dirdal@bhs.co.uk)

#### Heathrow & West London

Mocky Khan 07956 301777  
[mocky@5ivemanagement.co.uk](mailto:mocky@5ivemanagement.co.uk)

## Disappointing exam results?

Feedback on past exams is available to help studying members to pass next time. Yet, not all students in this region are aware of this useful service.

For examiner reports, which provide information on the general standard of exam answers, log in to [www.cim.co.uk/learningzone](http://www.cim.co.uk/learningzone) or

contact [memberssupport@cim.co.uk](mailto:memberssupport@cim.co.uk). Personal feedback on exams is available for the most recent exams only, from when the exam results are published in February, until 31st March 2006. Details of the service are provided to members with their results. If not, then email [qualifications@cim.co.uk](mailto:qualifications@cim.co.uk).

**Examiner reports – 1 in 10 students not aware**  
**Personal examiner feedback – 1 in 3 students not aware**

Source: GLR Studying Members Questionnaire 2005.

# Events in 2006

To book call the Member Contact Centre on 01628 427120 or book online at [www.cim.co.uk/cimevents](http://www.cim.co.uk/cimevents)

SEMINAR	DATE	TIME	COST	SPEAKER
<b>Smart Pricing</b>	Mon 20.3.06	7pm buffet, talk begins 7.45pm	Students £10 Members £12 Guests £15	Tony Cram
The prices we set stimulate positive or negative behaviour in consumers. How do we ensure we set the smartest prices?				
<b>VENUE</b> Avenue House, Finchley.				
<b>New Media Healthcheck</b>	Tues 4.4.06	6pm to 8pm	£15 including light refreshments	Interdirect Ltd
Maximise your impact. Evening workshop where the latest trends in e-commerce are explained and potential improvements explored.				
<b>VENUE</b> Loudwater Limited, Maidstone Road, Kingston, Milton Keynes, MK10 0BD.				

## Studying member events and services

SEMINAR	DATE	TIME	COST	SPEAKER
<b>What The CIM Examiner Wants - Student Open Day</b>	Sat 1.4.06	9.45am to 12.30pm	£5 (see details below of 'bring a friend' special offer)	Various including Gill Keely, CIM Senior Examiner, Postgraduate Diploma level
Studying members - Find out what the examiners want. Learn how to study successfully. Chartered Institute of Marketing examiner shares vital insights. Successful practitioner shows how to manage both study and career. Practical and inspiring. <b>SPECIAL OFFER</b> Book for you and bring a friend free! Tickets £5.00 each (per student/guest including refreshments). Please book by Thursday 30th March 2006.				
<b>VENUE</b> City Conference Centre, 80 Coleman Street, London, EC2R 5BJ, close to Moorgate, Bank & Liverpool Street stations.				
<b>Student Diagnostic Quizzes</b>	Available now	Anytime online	£10 per quiz plus VAT	N/A
Allows you to identify CIM subject knowledge strengths & weaknesses to focus your precious study/revision time.				
<b>VENUE</b> Available online at <a href="http://www.studentsupportgroup.co.uk">www.studentsupportgroup.co.uk</a>				
For revision advice call Caroline on 01784 463057 or email <a href="mailto:caroline@studentsupportgroup.co.uk">caroline@studentsupportgroup.co.uk</a>				

## GLR Board

The Board is run by a team of volunteers in conjunction with the CIM's Regional Director:

### June Sheedy, Chair

[june@rosesheedy.fsnet.co.uk](mailto:june@rosesheedy.fsnet.co.uk) 07958 394721

### Michael Warne, CIM Regional Director

[michaelwarne@cim.co.uk](mailto:michaelwarne@cim.co.uk) 01935 891899

### Jon Twomey, Studying Members

[jon@studentsupportgroup.co.uk](mailto:jon@studentsupportgroup.co.uk) 01784 463057

### Brian Burgess, Finance

[selborneco@aol.com](mailto:selborneco@aol.com)

### Mark Batchelor

[mark.batchelor1@virgin.net](mailto:mark.batchelor1@virgin.net)

### Daniel Yadin

[cim-cimcom@tiscali.co.uk](mailto:cim-cimcom@tiscali.co.uk)

### James Farmer

[james.farmer@b2bm.biz](mailto:james.farmer@b2bm.biz)