

GLR NEWS

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

Central London revival

Whilst this region stages many useful events, it is not always easy for marketers that live and work in London, to take advantage of those held outside the centre. A number of like-minded individuals recently attended the GLR Board, to set up a new Central London team. The vision for the Central London team is to create VALUE for London-based Chartered Institute of Marketing members.

"The Central London Team needs your help if it is to succeed," comments Central London's Steven Revill "If you buy into our vision, are passionate about the Institute and want to help to make it work harder for members in Central London, please get in touch. We'd love to have you on board." Email Steven Revill at steven.revill@rbs.co.uk or call 07810 813323 to find out more.



Steve Revill, Ade Onilude, Louisa Hebden, John Housden. Yvonne Njike was there in spirit!

Central London Vision

Visible: It will be easy for members to see the support available and know where and how they can get involved, through regular updates in GLR News and other channels.

Accessible: Expertise will be accessible, with top quality speakers within Central London providing valuable personal development support, especially for those studying or working towards Chartered status.

London-based: Events and services will maximise the unique opportunities presented by Central London for after-work networking and personal development.

Unforgettable: The personal development and networking experiences provided for London-based marketers will stay with them as their careers develop.

Encouraging: Support will act as a catalyst, encouraging London members to be the best marketer they can be, to meet like-minded marketers in the capital and to make the most of membership of the world's leading professional marketing organisation.

Speak up Beds & Herts

If your organisation has developed a winning strategy or run a successful marketing campaign in the last year then the CIM team in Beds & Herts invites you to share your successes. The Beds & Herts team will organise the event and offer you any help you may need as a speaker. It does not matter whether your organisation is large or small, other CIM members would like to learn from your experience. Contact John Daffern on john.daffern@bt.com or phone 01992 586398 in the evening.

New volunteers are always welcome. Just get in touch.

Team leaders

Bedfordshire & Hertfordshire
Stuart White 07976 299368
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Milton Keynes
Cathy Jones 07711 201519

Central London
Steven Revill steven.revill@rbs.co.uk

North London
Claire Dirdal
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Heathrow & West London
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11 ways to sharpen your exam technique



With the June 2006 exams fast approaching, communications expert, Daniel Yadin, provides timely and practical advice, to help studying members pass.

"An exam is an exercise in communication," explains Daniel, "how you answer a question is as important as what you answer. It pays to sharpen your exam technique well ahead of the day. You can prepare for most exam nasties by using a little anticipation and planning. Here are my hot tips to help you pass."

1. Train your mind for total recall

Spend some time every day for a week recalling what you have learnt and how you plan to recall it during the exam.

2. Read all the questions

50% of questions are mandatory – you must answer these. You usually get a choice in Part B. Read the whole paper three times. Only then circle the mandatory questions and choose which remaining questions you find easiest to answer.

3. Manage your time ruthlessly

Divide your time, based on the marks for your chosen questions. Draw up a quick timetable. Allow ten minutes for checking your answers at the end. Put your watch on the desk and ruthlessly stick to your time plan.

4. Answer the easiest questions first

This helps to get your grey cells working well and primed for the difficult questions. Mark your mandatory & chosen questions 1st, 2nd and so on, to remind you of the order during the exam.

5. Before answering, do a checklist

As you tackle each new question, do a quick list of points for the answer; re-arrange if necessary. Only then write out your answer in full. This synopsis helps you get from the beginning to the end without floundering in the middle.

6. Plan all your answers before you start

Don't use up your mental energy on the first answer. Plan out all your answers while you are fresh, before you answer any of the questions. Then start. If you remember other useful points while you are working on one answer, add them to the checklist for that question but remain focussed on the answer you are tackling.

7. Adopt the style required

If you are asked to write a report, write a report; if an email, write an email. You may even be asked to write a presentation, notes or a press briefing. Don't write a general essay – essays are never required. Remember if the format is not specified then the default format is a report.

8. Support your reasoning

Do not indulge in bland, unsubstantiated, unsupported, general assertions. Support your reasons for points, propositions and proposals with examples and references. The examiner will be looking for the whys of your thinking as well as the hows. The extent to which this is necessary depends on your study level, being more important the higher the level.

9. Answer the whole question

The question may be multi-part, including subsidiary points to be covered. List all the points in your checklist; cover them in your answer; check them off the list as you go along.

10. Avoid irrelevant detail

Introducing facts and opinions which are not relevant to the question just does not work! You need to stick to the subject not spill out anything you happen to remember.

11. Complete the exam paper

You get marked only on the questions you answer. If you answer all the required questions, you get marked out of 100. If you complete only half, you get marked out of 50. You are a professional communicating with another, so show your professionalism by completing the exam paper. It's well worth it.

Daniel Yadin is a GLR Board member as well as, business author, Chartered Institute of Marketing lecturer and head of special interest group CIMCOM.

Hints

- The exam is 3 hours long and most students write very little these days so switch off your computer and practice your handwriting before the day.
- Stock up on pens in blue and black, pencils, sharpeners, erasers, highlighters and a ruler.
- Aim to arrive 20 minutes early on the exam day.
- Answer the question set – not the question you would have liked.
- Don't forget headings and sub-headings, underlining of key words and numbering of report sections – and make sure you leave lots of white space.
- Use uncomplicated English; correct your spellings and punctuation at the end.

Heathrow West London gets there

The 9th of March 2006 was a day to remember for all the wrong reasons. Transport problems hampered plans for CIM members to meet and discuss developments for Heathrow West London. CIM members trying to reach the meeting in Richmond faced signaling problems and a complete lack of tube trains from Waterloo to Richmond. Despite this, a handful of stalwart CIM members made it to the team open evening. Comments team leader Mocky Khan: "It was great to meet other members in person and talk about our plans for

this area. It was frustrating for all of us that transport problems were so severe on the day. But marketers are made of stern stuff and we plan another meeting for all the others who have shown great interest but were unable to come. I'm always glad to hear from any members who want to get involved."

Free past papers: Studying members can get past papers, sample answers and examiner reports from the Learning Zone at www.cim.co.uk/learningzone. Don't forget to log in.

*The marketers that made it.
Bottom left to right: Karen Reynolds,
Maria Cenalmor, Magda Sobolewska.
Back: Mocky Khan team leader
and James Rose.*



North London team on careers

Bhs gift guru, Claire Dirdal heads up The Chartered Institute of Marketing's North London team. Claire and fellow North London team members share their career stories and insights for getting on in marketing.

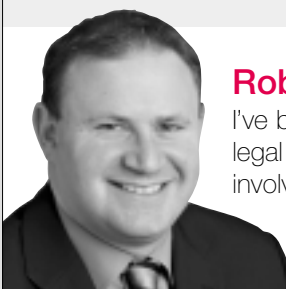


Claire Dirdal, team leader

Every day is Christmas for me as I head up the buying team for the Food, Confectionery and Alcoholic Christmas Gift department in Bhs. Keeping marketing front of mind in what is essentially a trading role means that our product ranges are more carefully targeted to end recipients - ultimately driving greater commercial success for the business. Whilst I achieved Chartered Marketer status a while back, the CIM provides a great chance to keep abreast of industry developments and cutting edge marketing thinking - what's more it's fantastic on the CV. Plus between them, my CIM colleagues provide an invaluable support network and sounding board anytime it's needed.

Mike Lowkin

I joined the committee whilst studying for the Postgraduate Diploma as a way of keeping up to date with current marketing insight. Having gained experience as a Product & Channel Development Manager, I now work as an Internal Relationship Manager for the Royal Bank of Scotland. Being part of the North London team provides me with an opportunity to maintain my awareness of the latest marketing issues.



Robert Harris

I've been very lucky to work in both small and large organisations in my chosen marketing sector - legal - and this experience has been a huge factor in helping me progress my career. My involvement with the North London team began as a direct result of attending a CIM talk by a leading retail chain - I enjoyed it that much. I now work as the European Marketing Manager for an American law firm, based in London.

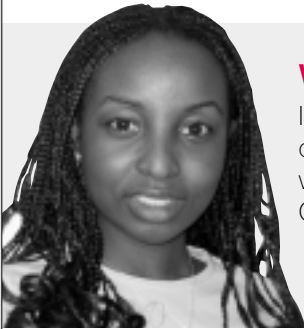
Jay Gorasia

I'd advise career minded marketers to undertake consistent and effective personal PR campaigns to ensure that key people in your organisation know who you are – particularly useful when working within large marketing departments! For me, involvement with the North London team is a means to contribute to the profession and network with like-minded marketers. Having previously worked for HBOS plc, I am currently Marketing Manager for the Institute of Advanced Motorists, the UK's leading road safety charity.



Howard Whisker

Throughout my career, it's my involvement with the Chartered Institute of Marketing that has remained a constant. After working in retail for many years I decided to make a career change. I obtained an MA in Marketing from Greenwich and have been self-employed ever since. I'm now engaged in Marketing Research as well as lecturing in Marketing and related topics at Enfield College.



Wanjiku Carty

I joined the committee to get more experience in the practical side of marketing and to meet other people in the industry. I was working in a non-marketing role at the time. I graduated with a Postgraduate Diploma in Marketing last year and now work in Marketing Communications for 'bringme' from Lloyds TSB in London.

Vipasna Luthra

My job primarily entails project and production management of marketing communications programmes for a leading healthcare and life science communications agency. The Chartered Institute of Marketing enables me to gain exposure to marketing professionals from different industry sectors that I would not normally have the opportunity to interact with in my current job. My advice to others is to build and nurture client relationships.



Joanna Orphanou

Starting out when T-Mobile was known as One-2-One, Joanna has gained 7 years experience in telecoms and now works for Orange in Channel Marketing. Joanna has spearheaded the development of the CIM careers event "Charter Your Way To Career Success" which the team run in London several times each year. This event is an ideal forum to meet recruiters and discuss career opportunities.



Marianna Ivanscics

I joined the team, as a CIM student for the Diploma. Having gained a vocational qualification of direct relevance to my career, I am now Head of Marketing for Jetix Europe (formerly Fox Kids Europe) overseeing all marketing activities in the Central Eastern European region. The CIM events we run in North London provide me with a good opportunity to get the latest on top UK and International brands across a wide range of sectors.

If you are serious about your career, then get involved with your local Chartered Institute of Marketing team.

As a CIM member, you can talk to someone who is on your side - but doesn't work in the next office. Try our free member-to-member mentoring scheme. Contact Phillip O'Brien on phillipobrien@usa.net for more details.

Events in 2006

To book call the Member Contact Centre on 01628 427120 or book online at www.cim.co.uk/cimevents

SEMINAR	DATE	TIME	COST	SPEAKER
Smart Pricing	Mon 8.5.06	7pm buffet, talk begins 7.30pm	Students £10 Members £12 Guests £15	Tony Cram
<p>The prices we set stimulate positive or negative behaviour in consumers. Learn how to set smart prices.</p> <p>VENUE Avenue House, East End Road, Finchley N3 3QE.</p>				
Communicating & Policing	Thurs 11.5.06	6pm for 7.15pm		Chris Knibb, Communications Manager, Milton Keynes Police
<p>Find out about the communication strategy for the Milton Keynes Police regarding the public, community groups and internal audiences. Learn why communication is so important to your local force.</p> <p>VENUE Hilton Hotel, Timbold Drive, Kents Hill, Milton Keynes MK7 6HL.</p>				
How To Brief An Agency	Thurs 25.5.06	6.30pm	Students £15 Members £20 Guests £25	Dee Twomey & Mark Ganellin
<p>Find out how to brief an agency. Learn what to do and how to do it. Get hot tips to help you get the results you need.</p> <p>VENUE Watford Hilton.</p>				
Copywriting Workshop	Sat 10.6.06	10am to 2pm	£35 (limited to 15 per workshop)	Richard Groom
<p>Do you ever struggle to write marketing materials? Then come to a workshop that will give you new techniques and new inspiration.</p> <p>VENUE Cranfield University in lecture room 21.</p>				
Copywriting Workshop	Sat 24.6.06	9.30am to 1.30pm	£35 (limited to 15 per workshop)	Richard Groom
<p>Do you ever struggle to write marketing materials? Then come to a workshop that will give you new techniques and new inspiration.</p> <p>VENUE University of Hertfordshire, Hatfield in the board room of the business school de Havilland Campus.</p>				
A Marketer's Guide To SEO	Tue 11.7.06	6.30pm to 7.15pm	Students £5 Members £10 Guests £15	Neil O'Malley, Virtual Leap
<p>Learn what Search Engine Optimization is and how it works. Understand how this differs from Pay Per Click (PPC). Find out how to implement SEO, how to select an SEO company and understand the latest trends.</p> <p>VENUE The Open University Business School, Michael Young Building, Walton Hall, Milton Keynes MK7 6AA (use South West car park).</p>				

Marketing@UH 2006

DATE Thursday 11 May 2006

TIME An afternoon to early evening event.

COST This event is free to CIM members and features workshops on marketing issues facing small business and keynote sessions. To register visit www.herts.ac.uk/business/mktg

Marketing @ UH is an annual event held at the University of Hertfordshire Business School to help local businesses develop their marketing activity. Teams of students work with businesses to produce a marketing plan and the results are displayed at an exhibition held in May.

The programme starts at 15.30 and includes:

- 'The Power of Influence' Jon Leach, Planning Director, Bell Pottinger Group
- Workshops (your choice of four) an Exhibition in atrium - with tea and coffee.
- A keynote speaker: Nigel Piercy, Professor of Marketing and Strategic Management, Warwick Business School.
- Closing with Refreshments and Networking, awards presentation and network launch at around 20.30

Contact Muditha Cooray on 01707 285572 or Lucy Gripton on 01707 285526 for more details or email business.school@herts.ac.uk.

VENUE University of Hertfordshire Business School at the de Havilland Campus, Hatfield Business Park, Hertfordshire.

Studying member events and services

SEMINAR	DATE	TIME	COST	SPEAKER
Syllabus, Exam Prep & SMIP Case Study Workshops	Sat and/or Sun from 6.5.06 until 4.6.06	10am to 4pm	£40 to £80 plus VAT	Student Support Group Tutors
<p>CIM subject specific revision workshops available for each CIM subject.</p> <p>Syllabus workshops help you strengthen your subject knowledge</p> <p>Exam Prep workshops help improve your exam technique</p> <p>For programme dates and prices visit www.studentsupportgroup.co.uk</p> <p>VENUE Hammersmith & West London College, W14 9BL opposite Barons Court Tube. Free car parking at weekends.</p>				
Student Diagnostic Quizzes	Available now	Anytime online	£10 per quiz plus VAT	N/A
<p>Allows you to identify CIM subject knowledge strengths & weaknesses to focus your precious study/revision time.</p> <p>Available for each CIM subject</p> <p>VENUE Available online at www.studentsupportgroup.co.uk</p> <p>For revision advice and debit/credit card bookings call Caroline on 01784 463057 or email caroline@studentsupportgroup.co.uk</p>				

GLR Board

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

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