



Simply Better Marketing

Free workshops where you can learn from professional marketers how to gain best value for your marketing expenditure!

Ideal for owner-managers of businesses with less than 30 employees, the interactive sessions provide practical tips on marketing that you can carry out for yourselves. Each breakfast meeting will focus on a different aspect of marketing, but attendees will have the opportunity to quiz the presenters on any burning issues they may have in their business.

The presenters and hosts are all specialists in marketing, many have been awarded Chartered Marketer status from the Chartered Institute of Marketing, with extensive experience to share with SMEs to help you improve on the results you achieve from your marketing activities.

Free consultations

As an added bonus, each attendee is offered a free, one hour, one-to-one discussion with a Chartered Marketer professional to address your personal marketing challenges. If you want to take advantage of this offer you can leave your details on the day and you will be contacted after the event to make the arrangements. Owner managers are also entitled to a FREE annual business review with Business Link. There are currently two workshops scheduled, each with two dates and locations.

Developing Marketing Online

Tuesday 9 February 2010 - Hall Place, Harbledown, Canterbury

Wednesday 10 February 2010 - Holiday Inn, Wrotham

Time: 8.00 am – 10.00 am

How important is the internet to your business? Whatever the answer to that is today, chances are it is growing in importance with each passing month. It is no longer just enough to have a website, you need to know how to make it really work for your business. You need to stand out and be found. What about social media and networking or email? This is an increasingly critical and sophisticated environment and whether you choose to do-it-yourself or to engage a specialist agency you need to be well informed and up to speed to be able to make the right decisions for your business.

Presented by:

Luke Quilter is the Managing Director of Sleeping Giant Media. Having studied marketing throughout University and later through to CIM, Luke moved into the paid search industry four years ago. Luke's experience ranges from the formation and management of client side Pay Per Click (PPC) teams, the implementation and development of online strategy for budgets large and small, as well as the management of fully integrated e-commerce brands.



Internet Marketing - How to Increase Sales Success

Tuesday 9 March 2010 - Ramada Hotel, Tunbridge Wells

Wednesday 10 March 2010 - Ashford International Hotel, Ashford

Time: 8.00 am – 10.00 am

No matter what industry you work in, the influence of the internet is growing and your website is increasingly important as a virtual sales tool to unknown potential buyers. If your marketing is working hard to generate interest then your sales activities need to be equally strong to convert that interest to purchase.

This workshop will look at ways to increase sales from your online marketing by developing a sales strategy that is right for your business.

Presented by:

Ben Turner has worked at Director, Managerial and Strategic level for FTSE 100, Multi-Nationals and small businesses over the past 10 years, averaging around £1 million per year in new business revenues for the companies he has worked for. He is now Managing Director of The SalesPro online magazine and sales consultant to SMEs in the South East.



All workshops will be hosted by:

Sharon Wilding



A Chartered Marketer with a Masters degree in marketing and 24 years wide-ranging experience in industry, Sharon brings a wealth of practical experience in marketing to your business. She is responsible for driving engagement between the Chartered Institute of Marketing and small businesses in Kent. She also runs her own business development and marketing company, The Purple Edge, helping local businesses improve their results from their marketing activities.



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