



MarketingBites #2.

Creativity. 22nd September 2006.

Creativity in business is essential. With so many companies offering similar products and services, establishing a clear and desirable difference is not easy. **MarketingBites** will give you an invaluable creative edge over your competition by showing you how to truly harness the power of creativity for your brand without comprising your core marketing strategy. This exciting **MarketingBites** event will also help you discover rich sources of creativity to apply to your marketing challenges.

MARKETINGBITES



“MARKETINGBITES IS A SERIES OF INFORMAL, INFORMATIVE AND ENTERTAINING MARKETING TALKS FOR MARKETING MANAGERS AND MARKETING DIRECTORS WHO WANT TO GET REAL RESULTS FROM THEIR MARKETING BUDGETS”.

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MARKETINGBITES

INFORMAL AND INFORMATIVE TALKS ABOUT HOW TO GET MORE FROM YOUR MARKETING.

#2.
CREATIVITY.

“Highly informative”, “inspirational”, “thought provoking” - these are just some of the comments delegates used to describe the experience of the last MarketingBites event.

Join us for an exciting opportunity to improve your business’s creative capabilities in a results-driven session that takes the idea of creativity from an important skill to a structured powerful business tool.

How will you benefit:

The event will provide you with a range of proven ideas and inspiring tips for using creativity to help make a real impact on your company’s marketing communications.

How will your company benefit:

The event contains valuable insights into the many facets of creativity, innovation and idea generation to help your business stay one step ahead of the competition. You will also learn powerful techniques that you can incorporate into your business and marketing plan the same afternoon!

In just one morning you will:

- Learn what it takes to successfully produce creative marketing
- Learn how to deliver a marketing campaign with maximum creative impact
- Learn how to create and use memorable creative marketing elements that will build awareness and deliver exceptional ROI for your business
- Discover how other businesses are successfully using creativity to increase their turnover, market share and to gain a competitive edge

Even more reasons to attend MarketingBites

‘Unleash your creativity’

Are you getting all the benefits of using Adobe creative software such as InDesign, Photoshop, Illustrator and Acrobat in your business? Philip Talbot, an Adobe certified instructor with thirteen years’ experience of delivering insightful Adobe software training to industry, will be offering **FREE** software demonstrations and the opportunity to have a 1-2-1 consultation to discuss what Adobe software efficiencies could be made in your business. Includes a **FREE** software disc to take home.

‘Stimulate your senses’

Providing a short break, leading coffee retailer, **Starbucks Coffee Company**, will be bringing the ‘Starbucks’ experience to **MarketingBites** with a **FREE** coffee sampling session that is guaranteed to help get the creative juices flowing!

‘Creative showcase’

And if all that wasn’t enough, we will also have a showcase of award-winning creative work on display to help inspire, stimulate and arouse your creativity.

The speakers for the event are:

Tom Bruno-Magdich (Associate Partner) and **Anthony Etherton** (Forum Theatre Producer), **Impact Factory**.

Tom and Anthony are part of the creativity and innovation development team for Impact Factory, a dynamic business that offers effective coaching and support for senior people and key company personnel.



TOM & ANTHONY WILL:

- Interactively explore new groundbreaking approaches for nurturing the creative idea generating process to ensure you get guaranteed results from your marketing activity
- Demonstrate powerful techniques and strategies for you to open a new door to creative thinking
- Strengthen your creative muscle by identifying your own personal style and approach to creativity

Joel Drapkin, **Leading Print Expert, Folium**.

Joel is a key member of the management team for Folium Group, a highly progressive printing solutions provider with a full range of capabilities from digital print through to large-scale conventional printing, print management and distribution. He has seen printing develop beyond all recognition in the last 15 years.

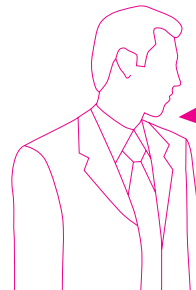
JOEL WILL:

- Demonstrate how to use brand new technology in print and digital media to communicate your brand and products effectively
- Provide an fascinating overview of how digital printing and personalisation is widening the marketing opportunities for targeted campaigns giving a higher ROI and guaranteed targeted results
- Show how creativity, when applied to the way printed materials feel, smell and look, can breathe new life into your marketing initiative



Dr. Peter Hughes, **NLP Expert & Creative Guru, Cognition**.

Peter is a Master Practitioner of Neuro-Linguistic Programming, a hypnotist and the first person to structure NLP Practitioner Programmes aimed at marketing professionals. He is a sought after high profile speaker with published articles in Brand Strategy, GS Magazine and Advice4Growth and is also a contributor to BBC Radio 4. Described as a truly inspirational and motivational speaker.



PETER WILL:

- Unravel the mysteries of the creative process in an imaginative and engaging exploration of the psychology of creativity
- Demonstrate easy and proven techniques to boost creativity and produce a marketing message that really hits the mark
- Provide a valuable insight into how exceptional creatives think using material from sources as diverse as hypnosis and advertising. Not to be missed!

MarketingBites will be held at **Heritage Motor Centre, Gaydon on the 22nd September 2006** and runs between 9am and 2pm with morning coffee and lunch included.



Its costs just £20 to register for MarketingBites, but the benefits to your business could be priceless. To register and reserve your place, simply complete and return the application form, telephone **0870 871 0070** or email **carl@bigfishrecruitment.com**

This exceptional one morning event is also bound to be of interest to your colleagues, so please make sure you pass the invitation to them too.

MarketingBites. Registration Form.

Before you attend MarketingBites you first need to register. Registration is just £20 per person.

To register please complete the form below.

Then either fax it to 0870 871 0077 or send it with payment to **45 Russell Street, Leamington Spa, Warks CV32 5QB**. Make cheques payable to **Big fish search and selection**.

Name:

Company:

Job Title:

E-mail:

Telephone:

Address:

Tell us how you’d like to pay.

I’m enclosing a cheque for £

How can you be sure you have a place?

Assume that once you’ve sent off your registration form you have a place. We’ll also send a confirmation e-mail before the event.

Can I bring a colleague on the day?

Afraid not. Only those individuals who have registered prior to the event can attend.

If I can't make it, can a colleague attend in my place?

Yes, but please let us know of any changes.

Can I register on behalf of someone else?

Yes, but make sure they are aware of the booking.

Can I register more than one person from the same company?

Of course, but you’ll need to complete a new form for each individual. Photocopies of this form are acceptable.