



MarketingBites #3.

Branding. Friday 9th March 2007.

Looking for brand stimulation that will give your business the marketing edge?

A distinctive brand can capture the very essence of your company, communicate your business offering and deliver a clear and measurable competitive advantage. Whether you're building a new brand or energizing an existing one, **MarketingBites** will give you the inspiration, resources and solutions you need to strengthen your brand identity, sustain your brand promise and expand your success.

# MARKETINGBITES

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

09/03/2007



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

Key sponsors:

rees.  
bradley.  
hepburn.

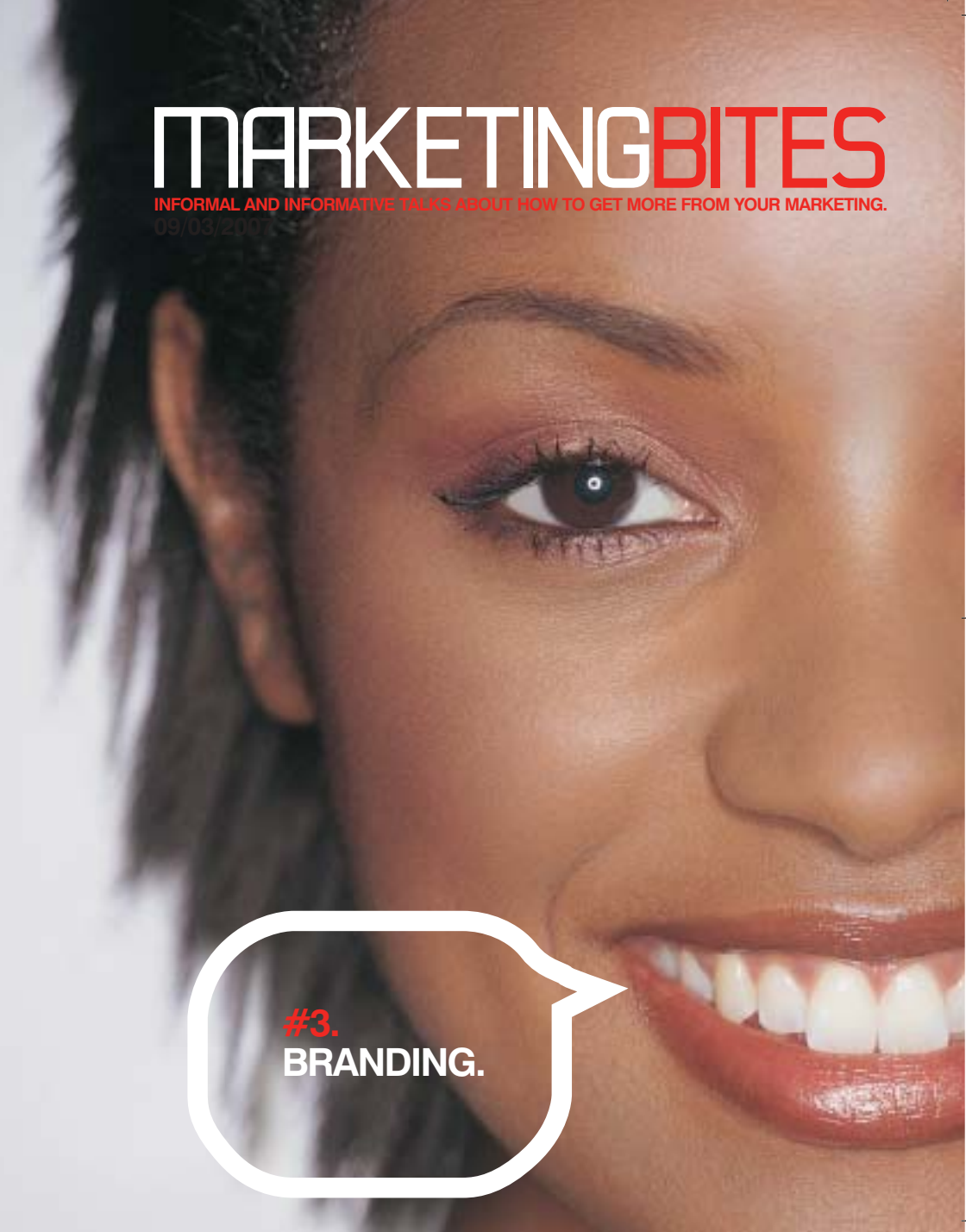


In association with:

miromedia



#3.  
BRANDING.



## “Bring your brand to life”

Join us at **MarketingBites** for an exciting opportunity to optimise your marketing activity with powerful and proven ideas to help build your corporate brand, your personal brand and differentiate your business from the competition.

### How will you benefit from MarketingBites?

It's more important than ever for marketers to prove they can deliver value. **MarketingBites** will help you to stay abreast of the very latest brand thinking ideas and best practice, ensuring you continue to make a key contribution to your organisation's success.

### How will your company benefit from MarketingBites?

Discover the secrets of powerful brand marketing to help create the differentiation your business needs to build a compelling brand experience and drive your business forward. **MarketingBites** will leave you feeling motivated, refreshed and invigorated with the latest cutting edge marketing ideas.

### In just one morning you will:

- Discover how to reinforce your core brand message
- Discover the secrets of dynamic brand marketing to help target your prospects effectively
- Learn how to use powerful and revolutionary 'personal branding' techniques to achieve personal business success
- Hear from award-winning industry experts who will divulge success stories and real-life case studies on how successful global brands such as, the McDonalds Corporation, position themselves in our hearts and minds.

## Even more reasons to attend MarketingBites

### “Free search engine report”

**MarketingBites** has got together with online marketing specialists, Miromedia, to provide a free analysis to delegates who are looking to increase traffic to their company's website and improve their overall search engine visibility. Miromedia will assess your company's website by benchmarking it's current search engine position and performance.

### “Free copy of Marketing Excellence”

RBH & **MarketingBites** are offering one free copy of 'Marketing Excellence' by Hugh Burkitt & John Zealley. The companies featured in this book have received Marketing Society Awards for their work - one company featured is TNT, a previous **MarketingBites** case study. Simply register for **MarketingBites** to be entered into the free draw to win this highly acclaimed publication.

### “Free ‘Drum’ Magazine Subscription”

**MarketingBites** delegates will receive a complimentary trial subscription to 'The Drum', the only specialist marketing magazine to deliver news exclusively to the marketing and design community outside of London.

### “Inspirational and iconic venue”

The event will be held at one of Birmingham's most famous landmarks - Fort Dunlop – where there will be the opportunity for a guided tour to see how Urban Splash has breathed life back into this iconic building, transforming it into a high quality mixed-use scheme.

### “Refreshments and networking buffet lunch”

Stimulate your senses with a sumptuous networking lunch in the new contemporary Italian and Indian restaurant, Duet.

## Our speakers for the event are:

**David Poole** (Managing Director), **Giles Poyner** (Business Development Director) and **Paul Castledine** (Group Creative Director), **Boxer Creative**  
[www.boxerthinkbeyond.co.uk](http://www.boxerthinkbeyond.co.uk)

David, Giles and Paul are key members of the senior management team at Boxer Creative, one of the fastest growing creative agencies in the UK. They have extensive experience of working with key global brands that include McDonald's, ASDA, Stella Artois, M&S, Woolworths, Boots, Johnson & Johnson, House of Fraser, Vodafone and Virgin to name but a few.



#### DAVID, GILES AND PAUL WILL:

- Take you on a journey through the branding process with an insight into how a successful brand image is created and what they really mean
- Explore exciting new trends and behaviour affecting brands and their performance
- Demonstrate that brands are not just a set of values but an experience that will engage your prospects, spark interaction and provoke action

**Nathan Cornish**, Director of Development, **Urban Splash**

[www.urbansplash.co.uk](http://www.urbansplash.co.uk)

Nathan is one of the associate directors for Urban Splash, the award-winning and pioneering property developer behind the UK's most exciting urban regeneration projects. Urban Splash enjoys aspirational brand status with units sold out in record-breaking time and years from completion! Urban Splash has recently made an inspirational impact in the midlands with its high profile design-led schemes such as Fort Dunlop and Rotunda.

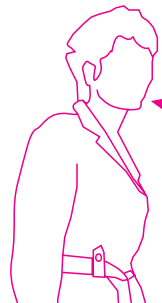
#### NATHAN WILL:

- Provide a fascinating insight into how Urban Splash has consistently delivered its unique brand promise on landmark buildings throughout the UK
- Explain how brand building through 'bricks and mortar' have turned Urban Splash into one of the very few genuine 'designer' brands in the property industry
- Demonstrate how powerful brand marketing can be used at an early stage to articulate your offering with a tangible identity and vision that your prospects are guaranteed to buy into. Not to be missed!

**Krishna De**, Managing Director, **Oneocean Ltd**

[www.oneoceangroup.com](http://www.oneoceangroup.com)

Krishna is an international broadcaster, journalist, professional speaker and business development mentor. With over 20 years' expertise in growing global businesses, Krishna is considered by the media to be one of Europe's leading personal branding and marketing strategists.



#### KRISHNA WILL:

- Explore how to use powerful branding and marketing strategies to build a strong personal brand that will enhance your career and expand your professional success
- Demonstrate why a personal brand is the most powerful marketing tool you can develop in the 21st Century
- Reveal how to quickly build your personal brand online to increase your visibility, power and influence

**MarketingBites** will be held at the iconic **Fort Dunlop Building, Birmingham, 9th March 2007** and runs between 9am and 2pm with morning coffee included and lunch at new contemporary Italian and Indian restaurant, Duet.

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](mailto:carl@bigfishrecruitment.com)

This exceptional 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 £

Please send me an invoice

**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 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.