



CIM

The Chartered
Institute of Marketing

Marketing – the new, the old and the different

Phil Blything, Founder & Managing Director – Glow New Media

Phil first got involved with the internet in '96 when it was a relatively unfashionable part of the "Guerrilla Marketing Mix", and has been fascinated ever since. Since then, he's worked with governments, newspapers, universities and businesses, helping all of them succeed with digital communication.

Before setting up Glow, Phil worked as Commercial Manager for the International Centre for Digital Content, a £26 million project run by Liverpool John Moores University where he was responsible for marketing, commercialising the digital technology produced by the centre, developing its business pipeline and strategic partnerships.

Phil previously worked as Business Development Manager for a leading, award winning Internet agency and also in a range of industries including Biosciences, Telecoms and Tourism. Phil is actively involved with voluntary and charity trustee work.

Laura Fearnall, Co-Founder & Director – The Source

Laura Fearnall is Co-Founder and Director of award-winning PR, Marketing and Digital PR agency, The Source.

Laura will be representing The Ice Cream Farm, based just outside Chester, which currently attracts over 800,000 visitors a year to its free to enter family entertainment centre. The Source has worked with the Ice Cream Farm for almost 10 years and was responsible for the launch of the recent £5 Million redevelopment which now features, as part of its many attractions, the 'World's Largest Ice Cream Shop'.

Laura will be discussing what it took to 'spread the word' about the massive £5 Million investment that The Ice Cream Farm made and how ensuring that every element of the marketing plan was in alignment to gain maximum exposure prior to the launch.