

Learning Partners Connect 2020

James Farmer – 09 July session

James is Head of Brand and Marketing Communications at CIM, leading the content, marcomms and creative departments. He joined CIM from Sky where he was Brand Controller across a range of their leading TV products, driving brand strategies and delivering ATL campaigns.

Prior to that he spent over 15 years agency-side working on a range of entertainment and Telco clients. He's passionate about customer-centric marketing that draws on juicy audience insights to create compelling comms.

James has a Graphic Design degree, a strategic mind and a strong commercial focus, so enjoys working with pictures, words and numbers.

During James' session on 09 July you will receive an overview of marketing activity throughout FY 19/20 and the new initiatives CIM has launched to support students and members through these unprecedented times.

David Colley 14 July session

The 3 R's of brand building – resilience, response and relationships

2020 has proven to be a difficult year for brands as they navigate a volatile and disrupted market environment. This session will explore how brands can remain relevant by adapting to changing socio-cultural attitudes and market trends by re-focussing on the fundamental elements of successful brand-building: a focus on purpose, vision and nurturing brand relationships with consumers.

David started his career working in design and print before becoming a Marketing Manager for a Business School. He's been developing an academic career for the past 10 years and is a lecturer in Marketing at Manchester Metropolitan University specialising in branding and strategic marketing, and a tutor for CIM courses at Kirklees College.

His research activity is centred around the design of craft beer brands.

Bruce McKinnon – 14 July session

What's your point? – points are good because they stick into things

Every brand needs a point, a sharp definition of its purpose that will stick in people's minds. It stands to reason that a brand aligned behind a shared point will have a better chance of success than one that isn't. However, this means making a choice about what that one point is, and that can be fiendishly hard to do – a brand strategy can do this. This session will cover what a brand strategy is (and what it isn't), how it delivers value to the whole organisation, the key elements that make up a brand strategy, the role it plays in shaping a brand (and branding) and how it can fit into the broader marketing and planning process.

Bruce develops brand strategies for clients in Europe and the US in both b2b and b2c sectors through his consulting practice Brand Arrow. He has worked in brand marketing for global and local brands for 30 years and passionately believes the right brand strategy is the most effective tool a client has to deliver its mission – and it can be the best way to gain engagement in that mission. He regularly speaks on the subject of brand at conferences, facilitates workshops, and his recently published book on brand strategy *'What's Your Point?'* won a silver medal at the Axiom Business Book Awards. He holds an MBA from Cranfield School of Management and The Chartered Institute of Marketing Postgraduate Diploma in Marketing.

'What's Your Point?' is currently on offer at the [CIM bookshop](#).

Clare Kemsley, Managing Director, Hays – 16 July session

Clare is an experienced Managing Director with proven skills in people management, team development and a track record reflecting the ability to build and retain long term client relationships. Able to offer a deep insight into the recruitment market in the UK with recent knowledge of accountancy and finance, retail, marketing, sales, office support and PA/secretarial, having established, or been instrumental in, the growth of these Brands for Hays over many years. She is currently responsible for three specialisms on a UK wide basis, strategic direction, brand awareness, client development and team building. Clare is a believer that great behaviour drives the culture of the business and allows the customer experience to be one of the highest qualities.