



The Chartered
Institute of Marketing

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CIM Wales Marketing skills forum
Cardiff City Stadium | 25 June 2025

Time	Event	Speaker
09:00	Registration and tea/coffee	
09:30	Welcome	Gavin Davies CIM Wales
09:40	AI as your marketing sidekick	Kerry Harrison
10:20	How to turn stakeholders into marketing champions	Alex Murphy Balance
10:55	Coffee and networking	
11:15	Marketing you: How to stand out in the crowd	Jessica Dando Hays
11:45	Personal brand: The marketer's super-power!	Joanna Davies The Clarity Hub
12:20	Lunch and networking	
13:30	Becoming a data head without losing your mind	Georgie Lewindon Glew Marketing
14:10	The team, the team, the team!	Matt Crole Rees RVU
14:50	Skillsets for today's marketing professional	Andy Johnson
15:25	Coffee and networking	
15:45	Panel discussion	
16:25	Closing remarks	Gavin Davies CIM Wales
16:30	Event closes	