



Chartered Marketer (SA) – CPD Calendar 2008

JOHANNESBURG

| EVENT | PRESENTER | JUN | JUL | AUG | SEP | OCT | DURATION |
|--|-----------------|-----------|-----|-----|-----|-----------|------------|
| The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique | Michelle Perrow | 23 | | | | | 3 hours |
| Interim submission of CPD record card | | 27 | | | | | N/A |
| Sports Marketing and Sponsorship | Michael Goldman | | 1 | | | | 3 hours |
| Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value | Francis Petel | | 15 | | | | 3 hours |
| Building and Protecting Corporate Reputation | Russell Abratt | | | 22 | | | 3 hours |
| Building a customer-centric organisation | Nicola Kleyn | | | | 2 | | 3 hours |
| Innovation in Marketing | Gordon Cook | | | | | 9 | 3 hours |
| Image vs. Product Marketing: Capacity for Brand Building | Ivor Blumenthal | | | | | 27 | 3 hours |
| CM Forum | SSETA | | | 6 | | 8 | 2 hours |
| Final Submission of CPD record card | | | | | | 31 | N/A |

Time: 9:00 – 12:00

Venue: To be confirmed

Registration: Manisha Madhoo : (011) 276 9600 or email: Manisham@serviceseta.org.za

Light Lunch included



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CAPE TOWN

| EVENT | PRESENTER | JUN | JUL | AUG | SEP | OCT | DURATION |
|--|-----------------|-----------|-----|-----|-----|-----------|------------|
| The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique | Michelle Perrow | 26 | | | | | 3 hours |
| Interim submission of CPD record card | | 27 | | | | | N/A |
| Sports Marketing and Sponsorship | Michael Goldman | | | 6 | | | 3 hours |
| Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value | Francis Petel | | 18 | | | | 3 hours |
| Building and Protecting Corporate Reputation | Russell Abratt | | | 20 | | | 3 hours |
| Building a customer-centric organisation | Nicola Kleyn | | | | 4 | | 3 hours |
| Innovation in Marketing | Gordon Cook | | | | | 16 | 3 hours |
| Image vs. Product Marketing: Capacity for Brand Building | Ivor Blumenthal | | | | | 6 | 3 hours |
| CM Forum | SSETA | | | 8 | | 10 | 2 hours |
| Final Submission of CPD record card | | | | | | 31 | N/A |

Time: 9:00 – 12:00

Venue: To be confirmed

Registration: Ndiphe Ntusikazi (021) 425 0417 or ndiphen@serviceseta.org.za

Light Lunch included



Chartered Marketer (SA) – CPD Calendar 2008

DURBAN

| EVENT | PRESENTER | JUN | JUL | AUG | SEP | OCT | DURATION |
|--|-----------------|-----------|-----|-----|-----|-----------|------------|
| The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique | Michelle Perrow | 25 | | | | | 3 hours |
| Interim submission of CPD record card | | 27 | | | | | N/A |
| Sports Marketing and Sponsorship | Michael Goldman | | 2 | | | | 3 hours |
| Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value | Francis Petel | | 17 | | | | 3 hours |
| Building and Protecting Corporate Reputation | Russell Abratt | | | 21 | | | 3 hours |
| Building a customer-centric organisation | Nicola Kleyn | | | | 3 | | 3 hours |
| Innovation in Marketing | Gordon Cook | | | | | 14 | 3 hours |
| Image vs. Product Marketing: Capacity for Brand Building | Ivor Blumenthal | | | | | 7 | 3 hours |
| CM Forum | SSETA | | | 7 | | 9 | 2 hours |
| Final Submission of CPD record card | | | | | | 31 | N/A |

Time: 10:00 – 13:00

Venue: To be confirmed

Registration: Marlene Fourie (031) 304 0367 or marlenef@serviceseta.org.za

Light Lunch included



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Workshop Content

Details of each workshop are provided on the Services SETA website under the Chartered Marketer.

Cancellation

Please advise the Regional Administrators if you are not able to attend an event. The SSETA incurs costs per candidate and needs to be advised of cancellations at least 48 hours prior to the workshop. Failure to cancel will result in a penalty being raised to the candidate who has not notified the SSETA.

Programme Changes

Programme details are provided in advance. These arrangements are given in good faith. However, the SSETA reserves the right to make changes to the presenters or to the course content. Confirmed delegates will be notified in advance.

CPD points / Compulsory Attendance

Each workshop is allocated 3 CPD points. A Chartered Marketer therefore needs attend 6 workshops in order to gain all the points required in the Course / Seminar category of the CPD requirements. However, Chartered Marketers are only obligated to attend 5 of the 7 workshops.

Chartered Marketers are able to submit their

CPD record cards on the dates indicated for each region. This opportunity is granted to allow us to give everyone feedback on their progress and the content of their record cards. Submissions are made electronically to michele@bdtcc.co.za and feedback will be given via email. CMs are NOT obliged to participate. However, less lenience will be allowed for submissions made on 31 October for candidates that did not make use of this opportunity.

Exemptions from Attendance

Chartered Marketers who do not attend at least 5 of the 7 workshops will not be able to meet the CPD criteria for this period. Should you have a valid reason for not being able to attend the sessions, please submit a written application for exemption to Ms. Dharmisha Govind at the Services SETA. Email her at DharmiG@serviceseta.org.za or send a fax to 011 718 6920.