

## The CPD Calendar

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The following CPD calendar is proposed:

Event	Presenter	Dates
The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique	Michelle Perrow	23 – 26 June 2008
Sports Marketing and Sponsorship	Michael Goldman	1 & 2 July 2008 & 6 August 2008
Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value	Francis Petel	13 – 20 July 2008
Building and Protecting Corporate Reputation	Russell Abratt	20 – 22 August 2008
Building a customer-centric organisation	Nicola Kleyn	2- 5 September 2008
Innovation in Marketing	Gordon Cook	9, 14 & 16 October 2008
Image vs. Product Marketing: Capacity for Brand Building	Ivor Blumenthal	6, 7 & 27 October 2008

The following section includes the following information for each presenter:

- Resume describing speakers expertise in the subject on which they are speaking
- Picture of the speaker
- Topic to be presented in the CPD calendar

## 1. Michelle Perrow

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### 2.1 Profile



Michelle's name is synonymous with all things direct. She's been involved with the Direct Marketing Association since the mid 80's, founded the Assegai Awards and more recently has contributed to formulating the direct section of the Marketing Excellence Awards. This dynamic business woman was nominated Sanlam Direct Marketer of the Year in 2000 and Loerie Direct Marketer of the Year in 2004.

Currently she is also the direct marketing representative at the Advertising Standards Authority and a DMA Board Member. Her favourite marketing success story is the BMW repurchase programme and her best-liked brands are Levi's and Virgin. She often forgets to sleep.

Michelle holds Arts and Honours Degrees in Communication from Natal University as well as numerous diplomas in PR, Marketing and Television Production. She has held various positions including Editor, Senior Copywriter, Strategic Director and then Managing Director – of the original Square One, Tequila Square and now **Lesoba Difference**. She has been integral in managing the business for the past 22 years.

LD is official rated as SA's no 1 Direct Specialist Agency (Adfocus 9/9 rating 2006 and 8/9 rating in 2007). LD holds an impressive portfolio of Blue Chip Client and provides ground- breaking, best practice ROI solutions.

Michelle is the founding member of the Agency and has been acknowledged and awarded as an industry leader over many years. Michelle established and brought to market in 1999, the prestigious Assegai Awards.

Michelle is on the board of the newly formed Direct Marketing Association of South Africa and is currently coordinating the industry initiative to bring this key body to fruition. She represents the direct industry on the Advertising Standards Authority.

Michelle is a sought-after strategist with extremely broad experience. Her involvement lies predominantly in the areas of Client interface and strategy with a specialist knowledge in ERM, CRM and brand.

Michelle was awarded the Assegai Direct Marketer of the Year in 2000 and at the Loeries Marketer of the Year in 2004. She was inaugurated into the Assegai Marketing Hall of Fame in 2007. Michelle is a guest lecturer at IMM, University of Pretoria and Wits Business School

### **1.2 Topic: The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique**

The workshop will consider the answers to the following questions:

- What is direct marketing – what is it not
- How direct marketing has moved from a “silo’d” discipline to being integral to the marketing mix
- Unique characteristics of direct marketing – not visible in other disciplines
- Maximising direct marketing in the mix
- New media and traditional channel usage within direct marketing
- The role of database
- Customer Relationship Management Programmes – theory and case studies
- Enterprise Relationship Management Programmes – theory and case studies
- Loyalty Programmes – theory and case studies
- Direct marketing and measurability
- The face of direct marketing in the future

## **2. Michael Goldman**

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### **3.1 Profile**



Michael Goldman is a Senior Lecturer at the University of Pretoria's Gordon Institute of Business Science.

He lectures, researches and consults in the area of Marketing, including topics such as Marketing Strategy & Management, Customer Centricity, and Sports Marketing and Sponsorship. He is a regular

commentator on marketing-related issues in the media and has published widely.

Michael studied for his B.PrimEd degree from the Nelson Mandela Metropolitan University in Port Elizabeth before completing the PMD and his MBA from GIBS. He is currently completing a doctorate through GIBS in the area of sports branding.

He joined the Gordon Institute of Business Science in early 2000 to launch the GIBS Forum, an executive business network that hosts weekly business and social events. He then initiated and grew a series of one-day executive conferences as part of the public executive education offering of the business school. In 2005 Michael joined the GIBS teaching faculty. Prior to joining GIBS, Michael served as President of AIESEC in South Africa.

### **3.2 Topic: Sports Marketing and Sponsorship**

Sport sponsorship has been shown to be extremely successful in creating emotional brand connections and building consumer loyalty. Tapping into the fans' passion and sustaining the connection requires strategic thinking, brand positioning and an approach to partnership that moves beyond traditional views of sponsorship.

Whether the sponsoring company's objective is to increase awareness, shift brand perceptions, reach new target markets or enhance more shorter-term cash flows, sports sponsorship as part of an organisation's brand strategy needs to be navigated with some care. Recent deals and controversy point to the need for greater sophistication and a strategic approach to the socio-political context of the market. Measuring the effectiveness of sports sponsorships as part of an organisation's marketing investment is key to understanding its value to the organisation.

The objective of this workshop is to expose delegates to current local and international best practices and leave them with an actionable approach that can improve the performance of their organisation. This interactive workshop will thus assist Chartered Marketers and other senior marketing managers to integrate their sports marketing and sponsorship activities into their organisation's broader brand and marketing strategies.

## **3. Francis Petel**

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### **4.1 Profile**



Francis PETEL is the director of the OPFC (Observatoire Permanent de la Fonction Commerciale), which is the French survey entity maintaining intelligence on emerging competencies tools and processes, for the benefit of the French Sales Management Association (DCF Dirigeants Commerciaux de France)([www.dcf-france.fr](http://www.dcf-france.fr))

He is an affiliate professor in ESCP-EAP, one of the leading French Business Schools ([www.escp-eap.net](http://www.escp-eap.net)), where he is "scientific director" for the module "directeur commercial" within the post graduate course "dirigeants / cadres dirigeants" run by ESCP-EAP corporate department [http://www.escp-eap.eu/nc/en/corporate/escp-eap-executive-education-formation-continue-pour-cadres-et-dirigeants/detail-formation/\\_/stege/title/direction-commerciale/#](http://www.escp-eap.eu/nc/en/corporate/escp-eap-executive-education-formation-continue-pour-cadres-et-dirigeants/detail-formation/_/stege/title/direction-commerciale/#).

ESCP-EAP is an exchanging partner with Stellenbosch university business school(<http://www.escp-eap.eu/en/escp-eap/academic-alliances/exchange-partners-escp-eap-the-school-of-management-for-europe/middle-east-africa/south-africa/escp-eap-exchange-partners-stellenbosch-university-business-school-capetown/>)

He is EMC (European Marketing Confederation) vice-Chairman, in charge of EMCQ ("European Marketing Certifications and qualifications") program ([www.emc.be](http://www.emc.be)).

He is the President of the CNF (Commission Nationale de Formation) of the French SMEs OPCA (equivalent to SA SETA) called AGEFOS-PME. ([www.agefos-pme.com](http://www.agefos-pme.com))

#### **4.2 Topic: Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value**

The workshop will cover a comprehensive range of loyalty related issues, as they occur in European and mainly French consumer behaviour (including B to B approaches):

1. The nature of perceived quality, the different approaches to customer satisfaction measurement.
2. A focus on churn analysis: churn trigger events and their analysis in terms of risk management, the role of incidents in loyalty; brand loyalty and consumer resistance.
3. A "value" approach to loyalty: different aspects of perceived value; company value and customer value; pricing strategies.

## 4. Russell Abratt

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### 5.1 Profile



Russell Abratt is Professor of Marketing at the Huizenga School of Business and Entrepreneurship at Nova Southeastern University in Florida, USA and Visiting Professor of Marketing at the Wits Business School. He holds degrees from the University of the Witwatersrand and the University of Pretoria.

He was the Academic Director of Wits Business School for a number of years as well as head of the Marketing and Strategy area. He has also taught on MBA and Executive programmes at Warwick Business School in the UK, Rotterdam School of Management in the Netherlands, and Melbourne Business School in Australia.

Over a 20 year period he has completed consulting assignments for many of South Africa`s largest corporations in marketing and related areas. He has had short- term consulting assignments in Russia, Ukraine, U.K., Australia, Zimbabwe, Kenya, Ivory Coast and China amongst others.

He has over 70 scholarly publications and his work in the areas of corporate identity, communication and reputation has been published in some of the worlds leading journals in this field, including the Journal of Advertising Research, Journal of Marketing Management, International Journal of Advertising, Corporate Communications: an International Journal, Corporate Reputation Review; European Journal of Marketing and the Journal of Retailing and Consumer Services. His article 'A new approach to corporate image management' in the Journal of Marketing Management in 1989 is regarded as a classic as has been cited by other authors over 110 times. He has been the recipient of a number of teaching awards at Wits and Nova Southeastern University, and has run workshops for the Chartered Marketer for a number of years.

### 5.2 Topic: Building and Protecting Corporate Reputation

Managing corporate reputation, communicating about corporate brands and building corporate identity, are vital issues facing companies and other corporations today. New environmental pressures have led to increasing importance being accorded to these topics. These pressures

include the acceleration of product life cycles; deregulation and privatization programmes; increased competition; globalization and the establishment of free trade areas; mergers and acquisitions; shortages of skilled people; public expectations for corporate social responsiveness; and increased salience to the organizations external stakeholders.

Possible effects of eroded reputation include a drop in share price, decline in market share, difficulty in recruiting talent and discontent in the communities in which the company operates. Senior Marketers have to become aware of the fact that corporate level marketing needs to play a very important role in developing and maintaining an organization`s reputation amongst all its stakeholders. This workshop will explore the role of corporate identity, organizational identity, corporate image, corporate communication and the corporate brand in reputation building and management. We will explore the tools and techniques needed to enhance a good reputation.

## 5. Nicola Kleyn

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### 6.1 Profile



Nicola Kleyn is a Senior Lecturer in Marketing at the Gordon Institute of Business Science (GIBS). Her fields of expertise are in the areas of marketing strategy, customer focus, branding, consumer marketing, and ethics. She lectures on various marketing-related academic and company-specific short courses at GIBS, has hosted and presented at a number of marketing-related conferences, and consults in a private capacity to a limited number of clients.

She worked previously at Investec Bank where she managed the training function and at Edgars in a store control capacity. She also spent seven years engaged in academic research and lecturing marketing to both undergraduate and postgraduate students in the Faculty of Commerce at Wits University.

Nicola holds a B Com, a B Com (Hons) and an MBA (Wits). Apart from a number of academic awards, she received the University of the Witwatersrand's Distinguished Teacher's Award for the Faculty of Commerce in May 1996. She is currently completing her DBA at GIBS.

Nicola has published articles in the following: Journal of Business Ethics, International Marketing Review, Journal of Marketing Intelligence and Planning, South African Journal of Business Management and Management Dynamics on the topics of marketing and ethics. She has also presented a number of conference papers at both local and international academic and practitioner conferences.

## **5.2 Topic : Building a customer-centric organisation**

Core topics for this include:

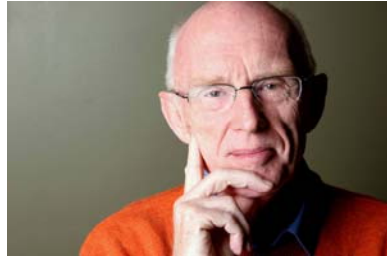
- Overview of customer-centricity
- Consolidating the customer strategy
- Building an organisation for customers

Organisations are increasingly focusing on becoming more customer-centric as part of their attempts to grow revenues and deliver to the bottom line. The presence of a strong marketing department is no guarantee of an organisational commitment to customers. This module will provide marketers with insights on how to mobilize their organizations and value delivery systems to put customers back at the centre of the organization's activities. We start by conceptualizing the construct of customer-centricity, before focusing on the core components of a customer strategy, which if not in place, renders an organization's customer-related activities unfocused and less effective. We conclude the morning by identifying the core organisational behaviours that need to exist in order to promote customer satisfaction, retention and equity; and the role that marketers can play in enabling these.

## 6. Gordon Cook

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### 1.1 Profile



Gordon is the National School Navigator for Vega, The Brand Communications School.

He has lectured Strategic Marketing Planning and Strategic Execution on two MBA programmes and is a regular lecturer on executive and professional development programmes at the Graduate

School of Business in Cape Town. Gordon has also lectured and examined on the RAU Masters programme in Communications. He is an executive member of The Think Council; part of South Africa's Design Council and is involved in various judging panels.

Gordon has helped design and facilitate Creativity and Innovation workshops for the Gordon Institute of Business Science (GIBS) and clients such as Standard Bank, First National Bank, ABSA, Anglo American and Sasol. He has delivered hundreds of brand and marketing specialist workshops to various organizations such as:

3M	Spoornet
SABC	Business Against Crime SA
Business and Arts SA	Institute of Marketing Management
Old Mutual	Johnnic – Business Day and Financial Mail
City of Johannesburg	Grant Thornton
Create SA	Print and Media Association
SA Breweries	Grey Advertising
Nike	TBWA
Discovery Health	University of the North West

In partnership with Heineken Holland, Gordon was commissioned to deliver a customized programme for many delegates in a number of African countries.

He is listed as one of The Most Influential Advertising practitioners in South Africa in the Financial Mail AdFocus. He has had articles on branding published

in the Sunday Times Markinor annual survey on branding and in the South African Encyclopaedia on Branding.

## 6.2 Topic: Innovation, Marketing and Branding in South Africa

“This workshop will discuss areas requiring innovation in marketing and branding in South Africa and also current innovative thinking taking place in the fields of branding and marketing. The discussion will be both provocative and energising.”

## 7. Ivor Blumenthal

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### 1.2 Profile



Ivor Blumenthal is the CEO of Services Sector Education and Training Authority (SETA). His qualifications include a BA from Wits University and an Honours Degree in Clinical and Counseling Psychology from Rand Afrikaans University. He also has a Masters Degree in Business Administration from Hawthorne University, Utah, USA.

He has worked in HR and lectured at Wits University and at Greenwich University, London. He has also written numerous courses, short books and instruction manuals on subjects ranging from CV Preparation to an Overview of Industrial Relations for Managers and Practitioners.

Before joining the Services SETA, he was CEO of the Association of Personnel Service Organisations and a City Councillor until December 2000.

In addition, he also serves on a number of national bodies and committees, including:

- The Association of Industry Training Board Managers
- The South African Chamber of Business: Labour Affairs Committee
- The National Furniture Sector Forum
- Stellenbosch University Agricultural Faculty: Advisory Committee
- The South African City & Guilds of London: Advisory Committee

Blumenthal has recently been appointed as a subject matter expert of the Denmark delegation at the European International Social Dialogues.

## 7.2 Topic: Image vs. Product Marketing: Capacity for Brand Building

To follow