



Chartered Marketer (SA) – CPD Calendar 2008

JOHANNESBURG

EVENT	PRESENTER	MAY	JUNE	JULY	AUG	SEP	OCT
The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique	Michelle Perrow	23					
Interim submission of CPD record card		27					
Sports Marketing and Sponsorship	Michael Goldman		1				
Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value	Francis Petel		15				
Building and Protecting Corporate Reputation	Russell Abratt				22		
Building a customer-centric organisation	Nicola Kleyn					2	
Marketing Renaissance	Steve Burgess					25	
Innovation in Marketing	Gordon Cook						9
Trading currencies for the buying and selling of media space and time	Paul Haupt						20
Image vs. Product Marketing: Capacity for Brand Building	Ivor Blumenthal						27
Final Submission of CPD record card							31

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	JUNE	JULY	AUG	SEP	OCT
The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique	Michelle Perrow	26				
Interim submission of CPD record card		27				
Sports Marketing and Sponsorship	Michael Goldman					
Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value	Francis Petel		18			
Building and Protecting Corporate Reputation	Russell Abratt			20		
Building a customer-centric organisation	Nicola Kleyn				4	
Marketing Renaissance	Steve Burgess				23	
Image vs. Product Marketing: Capacity for Brand Building	Ivor Blumenthal					6
Innovation in Marketing	Gordon Cook					16
Trading currencies for the buying and selling of media space and time	Paul Haupt					22
Final Submission of CPD record card						31

Time: 9:00 – 12:00

Venue: To be confirmed

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

Light Lunch included



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DURBAN

EVENT	PRESENTER	JUNE	JULY	AUG	SEP	OCT
The pivotal role of direct marketing - Traditional and New Media, Trends, Quick Wins and Technique	Michelle Perrow	25				
Interim submission of CPD record card		27				
Sports Marketing and Sponsorship	Michael Goldman		2			
Consumer loyalty beyond delivering quality and bringing satisfaction: the creation of perceived customer value	Francis Petel		17			
Building and Protecting Corporate Reputation	Russell Abratt			21		
Building a customer-centric organisation	Nicola Kleyn				3	
Marketing Renaissance	Steve Burgess				30	
Innovation in Marketing	Gordon Cook					14
Trading currencies for the buying and selling of media space and time	Paul Haupt					21
Image vs. Product Marketing: Capacity for Brand Building	Ivor Blumenthal					7
Final Submission of CPD record card						31

Time: 9:00 – 12:00

Venue: SSETA Regional Offices, Commercial City Building

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.

Interim Submission of CPD Record Cards

Chartered Marketers are able to submit their 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.

Exemption from Attendance

Candidates who are unable to 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.