



The Chartered
Institute of Marketing

Rebranding and relaunching Age Concern

Thursday 08 March 2018 | 18:00 | Preston

Iain Pearson, Executive Director at Age Concern, a charity that helps adults to live well and age well, will deliver a presentation to illustrate how the non-profit considers marketing and public relations as crucial ingredients to its future success. His presentation will cover:

- Pop quiz and what Age Concern does
- Marketing and the third sector
- Age Concerns brand challenges
- Phase One – the re-brand process
- The new brand
- Phase Two – digital transformation, the journey begins
- Age Concern and public relations
- Q&A

Harrington Lecture Theatre
Harrington Building
University of Central Lancashire
Adelphi Street
Preston
PR1 7BE

Free members
£15 non members

CPD eligible
Category: Strategy
Duration: 1.5 hours

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