



The Chartered
Institute of Marketing



Turning Data into Cash

Thursday 22 February 2018 | Lancaster | 18:00

This event is kindly sponsored by



Tony Preedy, Director for Marketing & International Development at Lakeland, will talk about the work they do to introduce their Extraordinary Products to customers and the wider public. This will cover how they create content and then publish it through digital and physical channels, and the values that underpin the Lakeland brand and therefore everything that they do.

He will also talk more generally about their five guiding principles for decision making:

1. Marketing is an investment, so study yield
2. Drive for relevancy, and use data science to help you do this;
3. Improve performance through evolution, (proper) testing requires curiosity and humility
4. Trusting averages can lead to very expensive mistakes;
5. Beware of mistaking coincidences for reliable and durable truths.

Lancaster University
Management School

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Members & Students: **FREE**
Non-members: **£15**

CPD eligible: Category:
Technical: Monitoring and
Measuring Effectiveness
Duration: 1.5 hours

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