

ICCA UK & Ireland Chapter Summer Debate

27 & 28 June 2013

The ICC,
Birmingham

Drivers for Customer Loyalty, the Psychology of Selling



Thursday 27 June 2013

1230 – 1330 Registration and Lunch

Opening Session

1330 – 1335 Welcome Kerrin MacPhie, ICCA UK & I Chapter Chair

1335 – 1505 *Meetings, Marketing and the Creative Mindset* Mike van der Vijver

This session takes participants along to new places, in particular new places inside their brain. Strangely enough, creativity requires structure and clear rules of the game to work if it is to serve organisational purposes. So let's explore that structure and the rules of the game. With fun and active participation.

1505 – 1515 Afternoon Coffee Break

Session 1 Drivers for Customer Loyalty

Scene setting from session chair

Aileen Crawford, Glasgow City Marketing Bureau

1515 – 1545 *Industry Case Study:
Using the Psychology of Sales to Gain and Retain Customers*

Peter de Merlier, Managing Partner –
Strategic Planning, C-IN (PCO)

1545 – 1600 Q & A

(note: can be sent in advance of event)

1600 – 1700 *Your Peer = Your Best Advisor*

Learn how you can benefit from giving up your issue for adoption to a group of peers. A session that asks you to talk business and in which you get the most if you give the most.

Mike van der Vijver

1700 – 1705 Closing remarks

Kerrin MacPhie, ICCA UK & I Chapter Chair

1705 – 1745 Drinks Reception

ICC Birmingham

1915 – 2230 Informal Dinner at Shimla Pinks

Kindly supported by

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Friday 28 June 2013

0845 – 0900 Arrival Coffee and Registration

0900 – 0905 Welcome from Chapter Chair Kerrin MacPhie, ICCA UK & I Chapter Chair

Session 2 The Psychology of Marketing and Perception of Selling

Scene setting from session chair Samantha Shamkh, ExCeL London

0905 – 1005 *Meetology®: The Science behind Effective Meetings* Jon Bradshaw, CEO – The Meetology Group

In this light-hearted session Jon Bradshaw will Share some of the research that he and his team of psychologists have undertaken or uncovered, much of which can be practically implemented into your next meeting no matter whether you're organising or attending it.

1005 – 1050 *Client Panel Discussion: Approaches to Sales* James Caldwell, Co-Owner – Innov8 Conference Services
Alexandre Meyrieux, Congress Production Manager – ESC & Chelsea Thomas, Congress Account Manager – ESC
Verity Baker, Project Manager – UK Stroke Forum

1050 – 1110 Morning Coffee Break

Scene setting from session chair Brian Horsburgh, Aberdeen Exhibition & Conference Centre

1115 – 1145 *The Psychology of Marketing* Oliver Hone, Marketing Director – IMEX Group

Session 3 Team Members of the Future

Scene setting from session chair Kerrin MacPhie, ICCA UK & I Chapter Chair

1145 – 1245 *University College Birmingham* Student Presentation

1245 – 1300 Summary and closing remarks Kerrin MacPhie, ICCA UK & I Chapter Chair

1300 – 1345 Lunch and departure

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