

Medical Marketing Group

Digital Marketing Excellence for healthcare providers

Thursday, 13 November 2014

12:00 - 17:00

Kent Institute of Medicine & Surgery
Newnham Court Way
Weaving
Maidstone
Kent ME14 5FT

Tickets

£75 CIM members

£75 studying members

£95 non members

Booking information

Please book online for this event

www.cim.co.uk/65464

or email **cimevents@cim.co.uk**

or call The Chartered Institute of
Marketing on **+44 (0)1628 427340**

Outline

This half-day digital marketing conference is a must for all marketers in the healthcare provider sector who want to stay ahead of their game. Hear from industry experts on how to create a winning digital strategy and learn practical skills to ensure excellence in every aspect of digital marketing.

Registration is from 12:00; the event starts at 13:00 and finishes at 17:00.

Speakers

- **Daniel Ghinn**, CEO, Creation Healthcare – ‘Social Media for Healthcare Marketing’.
- **Thomas Brown**, Director of Strategy and Insights at CIM – ‘Keeping Social Honest’.
- **Robert Dossin**, Managing Director UK and Global Director of Life Sciences and Healthcare at InSites Consulting – ‘Conversation Research: leveraging the power of social media’.
- **Maria Callow and Sharon Berkhout**, workshop facilitators – ‘Creating Protocols for Digital Media’.

The Medical Marketing Group (CIM MMG) is The Chartered Institute of Marketing’s (CIM) community for marketers working in the medical sector. The Institute is the leading professional body for marketers with members worldwide.