

# Marketing - Dark Art or Business Necessity?

20th March 2019 - DoubleTree by Hilton, Coventry



Many consider Marketing to be a dark art and others to be a sales support tool, the true place of marketing is very different to these two approaches.

Marketing gives a business a fundamental understanding of its customer base, an appreciation of the competitors and a clear view of where business is heading. Come and be enlightened about the true benefits of Marketing for your business.

## What will be covered

- The principles of marketing a business
- A customer-centric approach - What this means for both the business goals and the customer interaction.
- The 7 Ps of marketing
- Segmenting your market effectively
- Customer Relationship Management
- Growing influence and building a leading-edge customer service offering.

To book please complete the booking form and return to [christine.jordan@ppma.co.uk](mailto:christine.jordan@ppma.co.uk) or call +44 (0)20 8773 8111

## COST:

PPMA Members; £95, Association members; £195, Non-members; £295

**\* EXCEPTIONAL DISCOUNTS FOR MEMBERS \***

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DoubleTree by Hilton Hotel  
Paradise Way, Walsgrave Triangle, Coventry CV2 2ST

## BOOKING FORM - 'MARKETING - DARK ART OR BUSINESS NECESSITY?'

I would like to register  delegate(s) for the course on 20th March 2019

<b>COSTS</b>	PPMA Members @ £95 pp	<input type="text"/>
	Association Members @ £195 pp	<input type="text"/>
	Non-Members @ £295 pp	<input type="text"/>
	<b>TOTAL</b>	<input type="text"/>
	PLUS VAT @ 20%	<input type="text"/>
	<b>TOTAL BOOKING COST</b>	<input type="text"/>

**TERMS & CONDITIONS:** Cancellations: If you cannot attend, a substitute delegate may attend in your place provided that written notice is given, or contact the PPMA on 020 8773 8111. Refunds of fees cannot be made unless notice in writing is received a minimum of 10 working days prior to the training course. All cancellations will be subject to a 25% (+VAT) fee to cover administrative expenses.

**Important Note:** This booking form constitutes a legally binding contract. It may be necessary, for reasons beyond the control of the PPMA, to change the content, timing, speakers and/or date of the seminar, course and/or programme.

Company: .....

Address: .....

..... Postcode: .....

Telephone: ..... E-Mail: .....

Booking Authorised By: .....

Delegate 1: ..... Position: .....

Delegate 2: ..... Position: .....

## PAYMENT DETAILS:

**Please Note: - Payment is required prior to the start of the seminar, course or training day.**

1. **Credit / Debit Card** - All credit / debit card payments now need to be taken over the phone.

Please contact **Melanie Foote** on **+44 (0)20 8773 5525**

2. **BACS** - Barclays Bank PLC

Sort Code: 20-24-61

Account No: 90721220

3. **Cheque** (A receipted invoice will be forwarded to your Accounts Dept.)

**Data Protection:** Data supplied is subject to the Data Protection Act 1998 and may be used to supply you with information to your business. Please tick as appropriate.

I do not wish to receive publications or further information from PPMA.   
I prefer not to be contacted by any of the following: Mail  E-mail  Telephone

**Processing & Packaging Machinery Association**

PPMA Ltd, New Progress House  
34 Stafford Road, Wallington, Surrey SM6 9AA  
Tel: +44 (0)20 8773 8111 Fax: +44 (0)20 8773 0022  
E-mail: christine.jordan@ppma.co.uk www.ppma.co.uk