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Home » [Marketing events](#) » Knowledge & Network: Your marketing edge: you!

## Knowledge & Network: Your marketing edge: you!

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The most important brand you'll ever work on is you! Join us to understand the marketing skills, behaviours and mindset that can make you more valuable to your business and the marketplace. We'll also celebrate the achievements of the hundreds of IDM members who attained the IDM CPD Award 2013!

Who can attend?

[Join the IDM](#)

**FREE** to IDM members, who are also invited to bring their HR business partner as their guest\*. You'll be amongst marketers from Chelsea FC, G4S, GfK, RBI, Shell and Vodafone. But you'll need to book now to ensure you don't miss out; half the seats were reserved pre-promotion!

\*To bring your guest, simply email [membership@theidm.com](mailto:membership@theidm.com) with full details so that we may book their complimentary place. (An HR business partner is defined as the person responsible for recruiting or developing marketing talent for your business or team.)

We also welcome all interested direct, data and digital marketers (non-members pay £37 plus VAT).

Can't make it? Members have full access to the highlights and presentation videos and slides within a week. Learn more about [IDM membership here](#).

[Agenda](#) | [Speakers](#) | [Venue](#)

### Speakers

#### Mike Cornwell, CEO, IDM

Mike Cornwell is an experienced international brand and communications CEO who, after a client-side start, has spent the majority of his career leading highly respected, successful agency brands, focused mainly in the data-driven direct and digital marketing arenas. Most recently, these include MRM (McCann Worldgroup) and prior to this, TBWA GGT, Rapier and OgilvyOne. Mike has spent the last 15 years in the joined up data and digital marketing worlds, focused on the change management required to meet global client and agency business needs in the technology-driven marketing age. He has worked closely with major clients in most categories, has sat on executive management boards at regional and global levels and has enjoyed a number of non-executive roles.



#### Mrs Lopa Patel MBE FCIM F IDM FRSA, Entrepreneur & Marketing Consultant

Lopa Patel is a digital media entrepreneur and founder of the online South Asian Lifestyle portal Redhotcurry.com and ecommerce website TheRedhotshop.com. She is an experienced marketing consultant who previously set up the direct marketing services company DMS Direct Ltd, where she worked with international companies, charities and not-for-profit organisations, marketing agencies and SMEs in a broad range of industry sectors. She is a Chartered Marketer and Fellow of the Chartered Institute of Marketing (CIM), the Institute of Direct and Digital Marketing (IDM) and the Royal Society for the Arts (RSA).



Her strong record of achievement has been recognised throughout the industry via numerous accolades including the 'Windrush Award' 2003 (Outstanding Champion for the Internet & Technology category). She was voted 'Asian Woman of the Year' in 2005 (Media category) and she was recognised with an MBE for services to the creative industries in 2009.

#### Michael Page - world leaders in specialist recruitment

The business started life in the UK in 1976, as a two-man operation above a laundrette. More than 35 years later it has more than 5000 employees and a global footprint, but still has the UK market covered too. With offices from Aberdeen to Bristol and Cardiff to Cambridge, and more than 26 specialist businesses, it combines knowledge and global expertise to provide a specialised service to both employers and candidates.



Michael Page Marketing is the UK's leading marketing recruitment business operating from a network of 10 offices. Specialising by sector, when combined with its geographic coverage, gives it a unique insight and expertise spanning all elements of the marketing discipline.

As the UK's leading marketing recruiter Michael Page has seen a significant amount of business

### View current event highlights



migrate to the digital space. Michael Page Digital, a new standalone business, sits alongside Michael Page Marketing, supporting clients and candidates who have, or are looking to gain, expertise in the rapidly developing digital field.

**Chris Ketley F IDM, Director, Beechgate Consulting**

Chris is currently working at the BBC supporting its digital marketing transformation. He is an experienced marketing and digital director with a strong track record in both traditional and on-line marketing (B2C and B2B), the past 13 years providing leadership in digital marketing, eCommerce and multi-channel transformation.



His most recent experience includes senior consultancy and interim expertise in Financial and Healthcare Services, building on his broad range of experience across other market sectors including Motoring Services, Retail, Brewing, Petfoods and FMCG working for Bupa, HSBC, Aviva, Zenith Media, Amazon, the AA, Courage, Grand Metropolitan Brewing, Goodman Fielder Wattie Heinz (New Zealand) and Dalgety Spillers Pet Foods.

A graduate from the University of Lancaster with postgraduate education experience at Cranfield, Henley and Harvard Business Schools, he is also a Fellow of the IDM.

**Paul Cash F IDM, Chief Innovation Officer, OTM London**

Paul started his career as a product marketing executive at HP. He earned his stripes, fell in love with technology and at the age of 26 went on to set up one of the UK's first dedicated technology marketing agencies called Tidalwave. From a bedroom office and a £5k bank loan Paul and his business partner grew Tidalwave from 2 people to nearly 100 over a five-year period from 1997-2002.



Notable achievements included being ranked by the Virgin Atlantic/Fast Track report as the fastest growing marketing agency in the UK in 2001. Tidalwave went on to win over 30+ coveted business and marketing awards in both the UK and USA. Clients included global giants like HP, Microsoft, Cisco, Oracle and Vodafone as well as challenger brands like MessageLabs.

In 2008 he decided to re-invent himself and set up Hurricane Marketing, a specialist brand, content and social media agency.

In July 2011, Paul sold a majority stake in Tidalwave and Hurricane to the Target Media Communications Group, a 200-strong independent agency with offices in London, Dubai and Hong Kong.

Paul's sole mission in life is to work with brands, organisations and individuals who aspire to be remarkable at what they do.

## Continuing Professional Development (CPD)



This event counts as 2 hours towards the [IDM Continuing Professional Development \(CPD\) Award scheme](#), which is an important means of on-going recognition and advancement for marketing practitioners. This event may also qualify towards CIM, IPA and other CPD schemes, and we are happy to provide supporting evidence for your records. Contact the membership team on **020 8614 0277** or email [membership@theidm.com](mailto:membership@theidm.com) on completion of the event.

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