



## B2B MARKETING MASTERCLASS



### *Business to Business in the 21<sup>st</sup> Century*



Friday 14<sup>th</sup> December 2007  
at

Global Marketing Network  
The new home of marketing

**Leicester Business School**  
on **Western Boulevard**  
**De Montfort University**  
**Leicester**  
**LE1 9BH**

Business-to-Business Marketing encompasses many of the key issues facing companies of all sizes in today's increasingly competitive environment in the 21<sup>st</sup> century. Such issues include attracting and retaining the right business customers and partners, adding value to organisational processes through the optimisation of modern technologies and multi-media communications, competitive strategy development and the effectiveness of strategy implementations in markets. There are challenges created which many organisations must deal with. Whilst these are explored and presented in academic and practitioner work there is still much work that needs to be done. **This B2B MARKETING MASTERCLASS will provide academics and practitioners from a range of backgrounds with a unique opportunity to explore and discuss new concepts and ideas surrounding B2B marketing issues** in an open, friendly and informal atmosphere. *You are cordially invited to come and join in this Masterclass.*

### Plenary Morning Session: Keynote Speakers

**Professor Malcolm McDonald** is Emeritus Professor of Marketing and until recently Deputy Director of Cranfield School of Management, Cranfield University. He is Chairman of six companies and spends much of his time working with the operating boards of the world's biggest multinational companies, such as IBM, Xerox and BP. He has written forty two books including: the best seller "Marketing Plans; how to prepare them; how to use them" and many of his papers have been published.

**Professor Nigel Piercy** of Warwick Business School, Warwick University has held posts in retailing, and in business planning with Nycomed Amersham He was the Sir Julian Hodge Chair in Marketing and Strategy at Cardiff University, and lately Professor of Strategic Marketing and Head of the Marketing Group at Cranfield School of Management. He has global experience in executive education and management development with leading companies and has published more than 250 books and articles in Europe and the USA.

## **Guest Speakers**

**Richard Allsop** started his marketing career with the International Wool Secretariat in the 1970s, working with clothing manufacturers to develop the 'Woolmark' as a brand synonymous with quality of design and manufacture. During the 1980s and 1990s, Richard worked extensively with small and start-up businesses helping them to improve their business capabilities, particularly in the area of marketing and sales. His consultancy company, the Strategic Business Partnership, now works with SMEs to help them improve their management and leadership capabilities in key business disciplines. He is a member of the International board of trustees for the Chartered Institute of Marketing (CIM) and is National Chair of the CIM small business group.

**Dr Sheila Keegan** is a Chartered Psychologist and Founding Partner of Campbell Keegan Ltd, a business and social research consultancy, working with multi-national, blue chip companies and government departments providing a psychological grounding for understanding people's motivations, drives, fears and motivations. Sheila is a fellow of the MRS, a regular speaker at MRS, ESOMAR, AQR, BPS conferences and teaches on MRS and AQR research training courses. She has written and presented programmes for BBC Radio 4. She has written for various publications including The Sunday Telegraph, The Times, The Psychologist, Psychologies Magazine and Mensa Magazine. She is a committee member and a newsletter editor for the British Psychological Society in the 'Qualitative Methods in Psychology' Section.

**Darrell Kofkin**, Chief Executive of the Global Marketing Network commenced his career in marketing management with London Underground and the InterCity. In 2002 he founded London School of Marketing to be a leading provider of professional marketing education in the UK and Russia. After selling his stake in LSM in 2005 he launched Global Marketing Network in 2007 as a new global professional development and membership community for the global marketer. Darrell sits on the Business Superbrands Council and was a senior judge of the 2007 Marketing Week Effectiveness Awards presenting the Chief Executive Award for Marketing to James Murdoch of BSkyB. A regular speaker at conferences and business schools he is passionate about engaging more people in marketing and putting marketing at the heart of the Boardroom agenda.

**Paul Parmenter** is a highly experienced senior marketing and business professional with over twenty years of corporate and consultancy experience. He has worked in senior marketing roles for a number of blue-chip international companies including Robinsons Soft Drinks, Colman's Mustard, Walkers Crisps, Barclaycard and Powergen. His experience has spanned a number of industry sectors including FMCG, retail, financial services and utilities. Paul has been operating as a consultant since early 2006.

## **Major Sponsors and Supporters of the Event**

Acknowledgements and thanks are given to organisations participating in helping make this event happen, in alphabetical order: **Academy of Marketing and its B2B Special Interest Group; CIM; De Montfort University; Emerald Group Publisher, Global Marketing Network; Pearson Publisher and Westburn Publisher.** Special publications of peer reviewed papers are expected to come from this Masterclass event in the respective journals: ***Qualitative Market Research – An International Journal*** and ***Journal of Customer Behaviour. Journal of Business and Industrial Marketing*** is also represented.

**If other organisations would like to be included as sponsors please email Len Tiu at: [lwright@dmu.ac.uk](mailto:lwright@dmu.ac.uk).** All sponsors and supporters will be listed in the ISBN numbered Book of Proceedings.

## Programme

9.30 am – 9.55 am	Delegate Registration. <i>Refreshments</i>
10.00 am -10.05 am	Welcome with introduction to sponsors and speakers by Professor Len Tiu Wright
10.05 am – 10.10am	Welcome from Darrell Kofkin (Global Marketing Network)
10.10 am – 10.15 am	Welcome to De Montfort University and the opening of the B2B Marketing Masterclass Event by Professor David Asch, DMU Deputy Vice Chancellor
10.20 am -12.40 pm	<u>Plenary Session Keynote Speakers</u> Professor Malcolm McDonald ( <i>Cranfield University</i> ) Professor Nigel Piercy ( <i>Warwick University</i> ) ( <i>With audience discussion and feedback</i> )
12.40pm – 1.40 pm	<i>Buffet lunch</i>
1.40 pm – 2.40 pm	<u>Developing Ideas and Practice</u> <i>Chairing: Peter Williams (AM B2B SIG Chairman)</i> Paul Parmenter ( <i>Consultant</i> ) Richard Allsop ( <i>Strategic Business Partnership and CIM</i> )
2.40 pm – 3.55 pm	<u>Poster Session for Abstracts (including Refreshments)</u> <i>Chairing: Sheila Keegan (Campbell Keegan Ltd)</i>
3.55 pm – 4.45 pm	<u>Publishing and network session</u> <i>Chairing: Alex Gay (Pearson Publishing)</i>
4.45 pm – 4.55 pm	Conclusion and thank you to all from Dr Tony Garry

## Prize

A prize will be awarded by Pearson Education to the author or authors of the best Abstract.

A prize will awarded by Global Marketing Network in a prize draw open to all delegates.

To attend the B2B event all delegates should obtain the website link for registration from Len Tiu Wright by emailing her directly on [lwright@dmu.ac.uk](mailto:lwright@dmu.ac.uk). **All delegates who register online will be given a free copy of the latest Business Superbrands annual, an insight into some of Britain's strongest business brands.** The normal retail price is £35 a copy. This will be given free to all registered delegates at the event on 14th December 2007.

## To attend this event

Please contact the Conference Chairperson: Len Tiu Wright by email for details of how to register: [lwright@dmu.ac.uk](mailto:lwright@dmu.ac.uk)). Contact phone number is: Tel: 0116 250 6096.

*Email is preferred to telephone.*

## Travel directions, maps and car parking

Please go to the De Montfort University website at [www.dmu.ac.uk](http://www.dmu.ac.uk).

Directions for travel and a map can be accessed at this website, see 'online campus map'.

There are also links from the internet to Googlemap and Multimap that provide national and local maps online.

Car parking information and directions for travel can be found on the Registration Website.

### **Accommodation**

If arriving for accommodation on the day or night before the event please make your own arrangements by contacting the hotels and the DMU accommodation office. The accommodation details will be posted on the Registration Website.

### **Publications**

All Presentations and submitted Abstracts will be in the ***B2B Marketing Masterclass Proceedings*** and ISBN numbered.

Only submitted Abstracts for the Poster Session are invited at this stage. Please submit before the deadline of 30th November 2007 if possible.

**All authors and/or their co-authors will need to attend the B2B Marketing Masterclass event in order to present their work at the poster session. Only the 'Abstracts submitted for this event and invited to be developed as full papers would be peer reviewed and if successful, would be published in the special issues of the Journal of Business and Industrial Marketing, Journal of Customer Behaviour and Qualitative Market Research - An International Journal. Please indicate the Journal you wish your paper to be considered for.**

### **Guidelines for Authors**

Abstracts should be up between three to four A4 pages in length followed by references and any appendices. Please send your Abstract or Abstracts by email attachment as an MSWord document to Dr Kaouther Kooli ([kkooli@dmu.ac.uk](mailto:kkooli@dmu.ac.uk)) and cc to Professor Len Tiu Wright ([lwright@dmu.ac.uk](mailto:lwright@dmu.ac.uk)) and Dr Tony Garry ([tgmar@dmu.ac.uk](mailto:tgmar@dmu.ac.uk)).

### **Please put the contents of each Abstract to follow the following format**

- please put all contents in Times Roman font and in MSWord;
- title in bold capital letters and 14 font size (everything else in 12 font size);
- names and work addresses of all authors (only the first letter of each sentence and the first letter of names should be in capital letters);
- put subheadings in bold font (12 font size);
- number and put in bold font all headings of Tables and Figures followed by their contents (boxed) which can be included in an Appendix.

For references, figures and tables please follow the *Journal of Customer Behaviour* publication style which is accessed from [www.westburn.co.uk](http://www.westburn.co.uk).

For *Qualitative Market Research – An International Journal* and *Journal of Business and Industrial Marketing* all authors should refer to the Emerald website at [www.emeraldinsight.com](http://www.emeraldinsight.com) for both journals and [www.emeraldinsight.com/qmr.htm](http://www.emeraldinsight.com/qmr.htm).

### **Organising committee**

Len Tiu Wright (Research Professor & Chairperson of the B2B Event)

Tony Garry (Senior Lecturer & CIM Liaison)

Simon Wragg (Marketing Manager at DMU)

Darrell Kofkin, (Chief Executive of the Global Marketing Network)

Kaouther Kooli (Research Fellow)