

Press Release

Tel: +44 (0) 1283 790820
email: info@arvada.co.uk
web: www.arvada.co.uk

A Fitting Way to Mark the Chartered Institute of Marketing Centenary

In May 2011 the Chartered Institute of Marketing celebrated its 100th anniversary. The Arvada team thought a fitting way of marking the occasion was to attend a masterclass given by marketing guru Professor Malcolm McDonald.

Attending the event had a double significance because much of Professor McDonald's work has and continues to inspire Mike White (Managing Director of Arvada Strategic Marketing). Mike said "Arvada has adopted much of Professor McDonald's approach over the years. He has developed logical processes that assist in the development and implementation of sound marketing strategies in a way that all functions within a business can understand and buy into. This is very significant in the manufacturing sector which is very much process driven".

The masterclass in Leicestershire was delivered to 100 of the region's sales and marketing specialists at the historic Stanford Hall near Lutterworth and focused on demonstrating how sales and marketers hold the key to increasing the profitability of their customers. The event was organised by the Midlands branch of the CIM to celebrate 100 years of Marketing and Sales Leadership and the launch of a new book on Key Account Management by Professor McDonald.



Picture: Mike & Chris White with Professor Malcolm McDonald at the masterclass in Leicestershire organised to celebrate the centenary anniversary of the CIM

For more information visit the Arvada Strategic Marketing website www.arvada.co.uk or e-mail info@arvada.co.uk .

- Ends -

Contact:

Mike White, Arvada Strategic Marketing Ltd, Arvada House, 48 Statfold Lane, Fradley, Lichfield, Staffordshire, United Kingdom, WS13 8NY
Tel: +44 (0) 1283 790820; email: mikew@arvada.co.uk; web: www.arvada.co.uk
Twitter [@arvadastrategic](https://twitter.com/arvadastrategic)