

South West Food and Drink Conference

Wednesday 24 March 2010

3:00pm – 7:00pm

Royal Agricultural College

Cirencester

Gloucestershire

GL7 6JS

Members	£25.00
Studying Member	£25.00
Student	£35.00
Guest	£35.00

Click here for more details

Book online using the link above or

phone: + 44 (0)1628 427340

Email: cimevents@cim.co.uk

For further information about
the event contact **01628 427340**
or email John@taylerson.co.uk

Conference programme

John Giles Opening address

Hamish Renton Branding on-line
for off-line sale

Dom Lane On-line communities
and how you might create them

Malcolm Rosier How to collect money
safely online

John Taylerson & Rob Taylerson
Case study – The various alternatives
to selling online

Jo Wren Local sourcing for
Tesco.com

Marcus Carter Virtual Farmers Market

End Networking and refreshments

The Chartered Institute of Marketing has a very active Market Interest Group for Food, Drink & Agriculture. It meets regularly and attracts business leaders who attend presentations on a range of topics delivered by key industry figures.

This conference aims to inform anyone interested in marketing their food and drink products on-line; not just the promotion but how brands and communities are built as well as some of the practical issues of getting and selling on-line, fulfilment and collecting the cash – safely and securely.

With presentations from a range of high profile speakers from the food, drink and agricultural sector covering branding online for off line sale, design and delivery of e-channels and marketing through websites, this should be a practical and informing event allowing anyone connected with food & drink marketing to gain a better understanding of the issues.

John Taylerson acts in a voluntary capacity for the CIM as food and drink ambassador for the south west co-ordinating food and drink interests in the region and is responsible for bringing you this dynamic and topical programme. John runs his own business within the food industry and has extensive experience of food & drink across the food supply chain having previously held senior roles in several food & drink companies.



Sponsored by Milk Link – the UK's most progressive dairy products business



Sponsored by Milk Link Text amended see section deleted – the UK's most progressive dairy products business Milk Link is owned by over 1,500 British dairy farmers, whose milk it processes into high quality and superb tasting products. It operates eight creameries located nationwide, handles over 1.3 billion litres of milk and has a turnover of over £500 million pounds.

The profits generated are returned to our Members to help provide a sustainable future for their dairy enterprises.

John Giles Chair of the Food,
Drink & Agricultural Group of the CIM,
Divisional Director, Promar International
Opening address and Chair of session

Educated at University College Swansea in the early 1980s, he has been with the company for over 15 years. Prior to this he worked for a smaller UK-based agrifood consulting company based in the West Midlands for eight years.

In this time, John has carried out supply chain analyses, business planning, evaluation and feasibility assignments across a wide range of areas within the agri-food sector.

His work has typically included assessing market opportunities in both retail and foodservice across the UK and worldwide. John has been appointed a Visiting Fellow at the School of Agriculture, Food and the Environment at Silsoe College, part of Cranfield University, and is also Chairman of the Chartered Institute of Marketing's Food, Drink and Agriculture Group.

PANEL MEMBERS

Hamish Renton Milk Link
Branding on-line for off-line sale

After senior buying roles at Argos, Hamish joined Tesco and became Head of Own Brand, Health & Diet, with responsibility for 19,000 Tesco products.

Hamish joined pan-European foods manufacturer Uniq PLC in 2005 as Managing Director of its Devon based desserts business in Paignton, securing record investment for the site from its parent company.

Hamish joined Milk Link in October 2008 in the new position of Marketing Director, picking up Category Management, Innovation and Product Development and Consumer Marketing.

He holds a first degree from Cambridge, a Masters of Business Administration (MBA) from Henley Management College and numerous business qualifications.

Dom Lane Bray Leino
On-line communities and how you might create them

Dom is a graduate of Manchester and Essex and has worked in food, drink and agricultural communications for 12 years.

Dom has a wealth of experience in trade and consumer media relations, stakeholder internal communications, strategic planning, creative development event design and management.

In addition to award-winning PR campaigns for his clients, Dom delivers Vision and Brand Day processes, media training and messaging workshops. He is also Bray Leino's 'ingenuity ambassador' and a member of the organisation's leadership team rolling out its own employer brand programme.

Malcolm Rosier Lloyds-Commercial
How to collect money safely online

Malcolm graduated with a degree in Agricultural Sciences from Leeds University in 1977 and pursued a career in agrochemicals and seeds, developing markets for new products in Europe and North and South America.

In 2000, Malcolm joined the dot.com revolution, eventually selling his business to Lloyds TSB in 2004.

Malcolm continues to work with the bank, and is currently developing internet and mobile channels for small business customers.

Malcolm is married with two grown-up children and lives in Wiltshire.

Jo Wren Tesco
Local sourcing for Tesco.com

Jo joined Tesco to become part of the local sourcing team as Marketing Manager.

Jo has worked in the Marketing arena focusing upon consumer brands, products and categories for over 14 years, with companies such as Baxter's, Baby Organix in Dorset and most recently Gerber Juice in Somerset.

Born in Bristol and having lived in Somerset for most of her life, Jo has always been interested and passionate about local food and drink, and loves the diversity of what the best region (West Country!) has to offer.

Marcus Carter MD – Virtual Farmers Market
Virtual Farmers Market

Educated in North Wales, then working as Jackeroo in Australia, mustering cattle on horseback and ultimately managed land irrigation. Returned to the UK after 8 years and gained a Diploma in Agriculture. Then managed the Artificial Insemination programme at Genus Breeding looking after 230 farms.

Marcus then moved to managing sales in Patchwork Foods - his family business. Latterly he has set up his own food distribution company (Carter Food House) supplying butchers in London with artisan food products. Marcus and his business partner Roger Saunt (Digital Presence) are creating the worlds first 3D Virtual Farmers Market, which will be the hub for consumer and independent food manufacturers to trade 'on line' with national consolidated distribution.

Rob Taylerson Real Time Audio Limited
Case study – The various alternatives to selling online

Rob has fifteen years experience in the field of website development and new media/multimedia production.

He has produced hundreds of websites ranging from simple brochure sites to fully integrated e-commerce sites. Rob specialises in building bespoke, web-based e-commerce applications that are customized to enable both ease of use for the visitor/customer and easy integration to client's office data systems.

He also helps companies with Search Engine Optimisation and leveraging social networking websites to increase website traffic to their own website.

Rob has also produced radio programmes for BBC Radio 1 and Radio 3 as well as providing programming and creative content for CD-ROMs.