

Book now to secure your place!
THURSDAY 26 MAY 2016



The Annual
Customers as Advocates Conference
~ engaging in successful customer conversations ~

For enterprise IT marketing specialists

The Dorchester Hotel, London W1

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If you **sell and market enterprise technology**, this conference is for **you**.

- How to grow and manage a store of referenceable customers
- Take steps to identify, encourage, develop and nurture a thriving community of advocates
- Generate sales advantage by showcasing customer successes
- How **marketing automation** fits into the advocacy process

Register now at www.strand-uk.com/event-2016/ to secure your free place: share challenges, discover solutions, learn best practices.

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writing & design

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Thursday 26 May 2016

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- THE VIEW FROM **OUTSIDE THE INDUSTRY**
Gerry Pennell OBE, Chief Information Officer (CIO)
London Organising Committee for the Olympic Games 2012
- THE VIEW FROM **CUSTOMER PROGRAMMES**
Senta Cermakova, Worldwide Director, Customer Programs
Hewlett Packard Enterprise (confirmed)
- THE VIEW FROM **CORPORATE MARKETING**
Chris Willman, Head of UK Corporate Marketing
Kaspersky Lab
- THE VIEW FROM **CONTENT GENERATION**
David Northover, Director of Operations
Strand Writing & Design
- THE VIEW FROM **LIVING, BREATHING CUSTOMERS!**
Customers who have experienced the sharp end of participating in customer case studies, references and similar promotions will share their no-holds-barred views



**Hewlett Packard
Enterprise**

KASPERSKY Lab

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