



SOUTH EASTERN
SOCIETY OF CHARTERED
ACCOUNTANTS

South Eastern Society of Chartered Accountants

MARKETING THROUGH THE CREDIT CRUNCH TO CUT OR NOT TO CUT BACK?

Speaker Alan Brooks

Wednesday 18th March 2009

4.00pm – 6.00pm

PwC Gatwick, First Point, Buckingham Gate, Gatwick, RH6 0PP ([map](#))

“This is not the time to cut advertising. It is well documented that brands that increase advertising during a recession, when competitors are cutting back, can improve market share and return on investment at lower cost than during good economic times.”

Financial Times 18th February 2008

Marketing is often seen as one of the easy areas to cut spending when trading conditions become difficult and cash is tighter. The above quotation from the FT puts the opposite case.

The justification for this lies in research conducted on businesses of varying sizes and their performance during previous recent recessions and downturns. This shows that, if you are a business or have a brand that has grown through having a high profile, the key to longer-term success lies in balancing how visible you are to customers with your market share.

This seminar will discuss how to thrive through the credit crunch and beyond on a tight budget using the following strategy:

- Don't slash spending - stay visible but make sure every penny is spent on core targets and supporting real customer needs
- Don't stop communicating with customers, especially about your value-add
- Make the maximum use of off and on-line networking and your advocates
- Don't slash prices but offer add-value deals and incentivise

This event is FREE OF CHARGE to SESCA members and £11.50 (including VAT) for non-members.

I would like to attend the Marketing Through The Credit Crunch on Wednesday 18th March 2009.



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(By booking for this event you are agreeing to abide by the booking conditions – see below.)

One booking form per person (photocopies accepted). – if paying for multiple please staple forms together

Name: Organisation:.....

E-mail: Tel:.....

Address: Postcode:

Institute Membership No. (if applicable):

Tick this box if you require a VAT Receipt

I enclose my cheque for £11.50 (inc VAT @ 15%) made payable to the “STAFF CHARAC”

RETURN TO: The Regional Co-ordinator, West Midlands Region, The Institute of Chartered Accountants in England and Wales, 2nd Floor, 3 Brindleyplace, Birmingham B1 2JP or fax back on 0121 698 8618.

EVENT BOOKING CONDITIONS:

If you book for the event and find that you are unable to attend you may nominate an alternative delegate for no extra charge. However, if you are unable to find a replacement, the following cancellation charges apply:

- (i) Cancellation of booking 5 working days or more before the event – no charge.
- (ii) Cancellation of booking less than 5 working days but more than 24 hours before the event – 25% cancellation charge.
- (iii) Cancellation of booking less than 24 hours before the event – 100% cancellation charge.

Please note that, other than in the case of late bookings, you will be sent Joining Instructions shortly before the event. If you have not received these by the day before the event, please contact the WYSCA (details above).