



Sales and Marketing –Ignore at your Peril!

Date: Tuesday 11 November 2014

Time: 4:00pm

Venue: Room 115, Parliament Buildings

You are invited to join us at our next briefing which will focus on the importance of sales and marketing. Stephen Farry MLA, Minister for Employment and Learning and Arlene Foster MLA, Minister for Enterprise, Trade and Investment will provide comment from their respective Departments.

Patrick Hurst MBE, Managing Director of Whale Pumps will provide a private sector perspective on the benefit of sales and marketing skills which provides real competitive edge in today's market place.

Agenda:

4:00pm	Arrival/registration and networking
4:30pm	Chair's Welcome Remarks Judith Cochrane MLA
4:35pm	Christine Watson, Chair, Ireland Board, The Chartered Institute of Marketing Noel Brady, Chair, Northern Region, Sales Institute of Ireland
4:40pm	Minister Stephen Farry MLA
4:50pm	Minister Arlene Foster MLA
5:00pm	Patrick Hurst MBE MD of Whale Pumps
5:10pm	Question and Answer session Chaired by Dr Joanne Stuart OBE, Vice Chair, NIABT
5:30pm	Closing Remarks Dr Joanne Stuart OBE

RSVP by:

29 October 2014 to Ivor Gibson at info@niabt.org or telephone 028 90418365.

We look forward to seeing you