

presents the

# CIM SUMMIT 2019



## UNLOCKING TRUE POTENTIAL

### Featured Speakers



**NELSON PHILLIPS**  
Abu Dhabi Chamber Chair  
in Strategy and Innovation,  
Imperial Business School  
“Leading Digital  
Transformation”



**KAREL COOL**  
Professor of Strategic  
Management and the BP  
Chaired Professor of European  
Competitiveness, INSEAD  
“Unlocking Markets by  
Leveraging Customer Turnover”



**LUCIAN CAMP**  
Principal, Lucian Camp  
Consulting  
“Why Marketers Need  
to Think Bigger About  
Marketing”



**CAMMY CROLIG**  
Associate Professor, Said Business  
School, University of Oxford  
“The Future of  
Customer Experience is  
the Key to Growth”

Saturday 6 April 2019 | Bank of Cyprus Headquarters (Aya Paraskevi) | Nicosia

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## THE SUMMIT

The **CIM Summit** is a reference point in the fields of Management and Marketing studies in Cyprus and Europe. The CIM Summit is organised on an annual basis and aims to provide the opportunity to Cypriot firms to be informed about the latest developments in the areas of Marketing and Management. World-renowned academics from Europe's leading Business Schools attend and share their knowledge with attendees representing the leading companies of Cyprus and Europe. In 2019, the Summit will mark its 12th anniversary. Over the last 12 years, the CIM Summit has established itself as Cyprus' leading business event.

## OBJECTIVES

The main objectives of the Summit are to update Cyprus' managers and executives about the latest developments in the fields of Marketing and Management. At the same time, the Summit allows executives to network and talk business. Through the Summit, CIM actively promotes research and offers added value to its students, staff, and alumni, all of whom are encouraged to attend.

- ▶ The Summit is addressed to:
  - Business Executives
  - Senior Government Officials
  - Marketing Managers
  - Human Resource Managers
  - Sales Managers
  - Production Managers
  - Logistics Managers
  - Brand Managers
  - And any other executive who would like to be informed about the latest trends in Business.

## SUMMIT DETAILS

- ▶ **Saturday, 6 April 2019, 08:30, Bank of Cyprus Headquarters (Ayia Paraskevi), Nicosia**
  - Admission is free | Registration is essential
  - A Certificate of Attendance will be awarded to all participants
  - The Summit is under the Auspices of the Minister of Foreign Affairs, Dr. Nicos Christodoulides

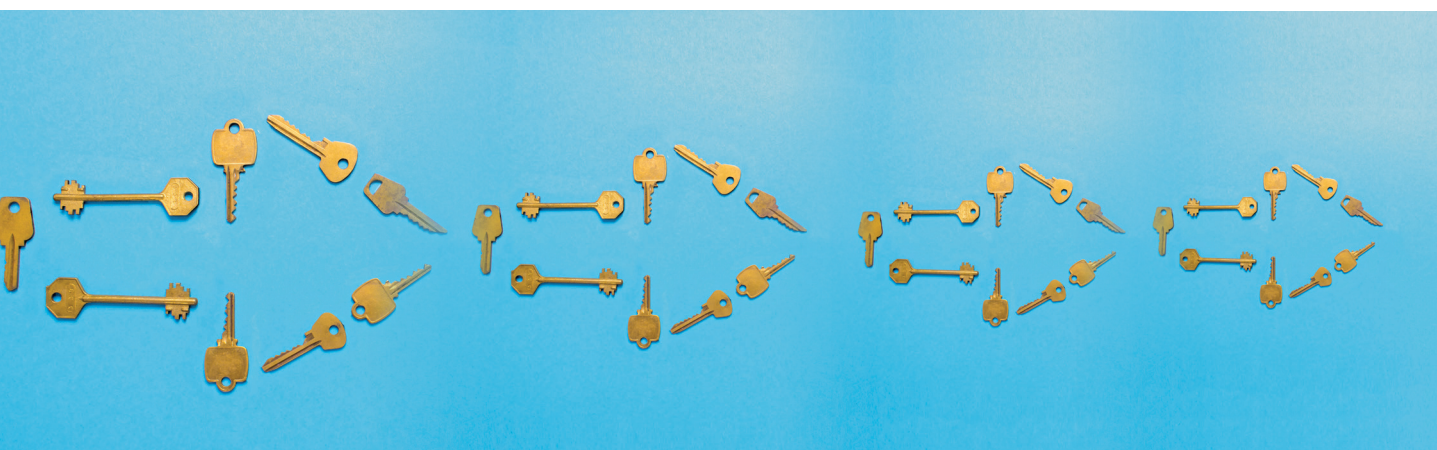
## ORGANISER



### The Cyprus Institute of Marketing (CIM)

The Cyprus Institute of Marketing (CIM) was founded in September 1978 and operates in Nicosia and Limassol. As the first Business School in Cyprus, its main purpose has always been to fill the gap that exists in Cyprus' tertiary education by offering high-quality education to in-career individuals. When, in 1978, CIM pioneered by offering Management and Marketing Degrees in Cyprus, most companies had not yet recognised the importance of Marketing and Management in business activity; that corporations have now acknowledged the prominence of the sciences of marketing and of management is a testament to the immense impact CIM has had on business activity in Cyprus. Since then, CIM has expanded into areas beyond Management and Marketing, offering Diplomas and Degrees in Banking, Insurance, Finance, Shipping, European Studies, Financial & Computer Studies and an MBA. Running evening-only classes, CIM combines theory and practice. CIM has won the respect of the Cyprus business world and, with more than 5,000 alumni in Cyprus and abroad, it is the leading Business School in the country. In 2018, CIM celebrated its 40th Anniversary.

08:30-09:00	Registrations
09:00-09:30	Opening Ceremony Welcome address by <b>Mr. Yangos Hadjiyannis</b> , Deputy Director-General, CIM
09:30-10:00	<b>Leading Digital Transformation</b> The spread of digital technology is rapidly transforming businesses, paving the way for profound changes in how organisations and individuals must operate to be successful. This new era has important consequences on leaders at all levels of an organization in terms of new skills and behaviours that they have to master. Leaders need to learn new competencies to succeed in a landscape of new technologies and new challenges at the working environment, ranging from ethical dilemmas to generational diversity. <b>Nelson Phillips</b> , Abu Dhabi Chamber Chair in Strategy and Innovation, Imperial Business School
10:00-10:30	<b>Unlocking Markets by Leveraging Customer Turnover</b> Brand loyalty, the degree to which customers return to a given brand, is a key concept in marketing and has been researched intensively. Much less understood is the concept of customer turnover which measures the degree to which a market renews itself with new customers and depletes itself as customer leave. This velocity is very different across markets and influences how easy it is for latecomers to enter a market and for existing players to defend themselves. We will discuss what this concept means and how to measure it, how to compete in markets with a high or low customer turnover, and how to accelerate or slow down the velocity of markets, depending on whether one is a latecomer or an incumbent company. <b>Karel Cool</b> , Professor of Strategic Management and BP Chaired Professor of European Competitiveness, INSEAD
10:30-10:45	Q&A Session
10:45-11:30	Coffee Break
11:30-12:00	<b>Why Marketers Need to Think Bigger About Marketing</b> Drawing on a large research study undertaken for his recently-published book, <i>No Small Change</i> , Lucian will argue that too many marketers still define their role narrowly, with their only significant role being to take responsibility for their firms' marketing communications. In today's digital world more than ever, he says, it's essential that marketing finally establishes itself as a much broader discipline, fully representing the customer across every aspect of the firm's operations, and making sure that all decisions reflect a focus on customers and their needs. <b>Lucian Camp</b> , Principal, Lucian Camp Consulting
12:00-12:30	<b>The Future of Customer Experience is the Key to Growth</b> With the growth of big data and technology, it is increasingly important to focus on the customer, and specifically the customer experience. The presentation will discuss the importance of creating memorable customer experiences, how new technologies are facilitating and changing the customer experience, and how customer experience is the key to growth. <b>Cammy Crolie</b> , Associate Professor, Said Business School, University of Oxford
12:30-12:45	Q&A Session
12:45-13:00	Closing Ceremony – Award of Certificates



## GOLD SPONSORS



### CABLENET

CableNet is the only fully independent telecommunications provider in Cyprus with a privately-owned network and new generation infrastructure, specialized human resources and an integrated support system. CableNet, as the fastest network in Cyprus, offers packages which include broadband internet access, television, fixed and mobile telephony. Additionally, CableNet offers to corporate customers, tailor solutions according to their needs, no matter the size of their company.



### GDL GREEN ENERGY GROUP

GDL Green Energy Group is a dynamic group operating in the field of "Green energy" in Cyprus. It consists of a flexible structure of dynamic companies which provide products and services in relation to Renewable Energy Sources and Energy Conservation. With many years of experience and highly qualified staff, the group offers integrated solutions with a range of specialized products and services such as: Photovoltaic Systems, Large Scale Photovoltaic Parks, Heating / Cooling / Ventilation, ESCO Projects, Energy Monitoring and Energy Management.



### PARADISIOTIS

Paradisiotis is one of the largest companies in the field of poultry grower and trader of poultry, meat, fish, feed, etc. in Cyprus. It offers a wide selection of delicious, high quality products that meet the needs of modern consumers for convenience in cooking and healthy eating. The products offered are freshly prepared, processed, marinated and corrugated in portions or in special packaging. Quality is fully guaranteed since we apply reliable quality and hygiene assurance systems.

## COORDINATOR



### IMH

IMH is the largest business knowledge and information transfer organisation in Cyprus. Its services include the coordination and running of conferences, seminars and commercial exhibitions, specialist business media publishing and human resources consulting. Every year, IMH organises more than 80 conferences related to every sector of the market, commercial exhibitions and training seminars, and undertakes the entire process of five business award ceremonies. IMH publishes the only dedicated business magazines in Cyprus: the Greek language monthly IN Business and the English-language monthly GOLD, which are read by tens of thousands of Cypriot and non-Cypriot professionals, managers and entrepreneurs. It also operates the magazines' accompanying news portals, the IN Business Portal ([www.inbusinessnews.com](http://www.inbusinessnews.com)), the GOLD Portal ([www.goldnews.com.cy](http://www.goldnews.com.cy)) and the REPORTER ([www.reporter.com.cy](http://www.reporter.com.cy)). IMH also delivers via e-mail the IN Business Daily Newsletter, the GOLD News Daily Newsletter and the REPORTER Newsletter. The IMH Business Development Department bids for tenders published by local public sector bodies, the European Union and other international organisations. Through its activities, IMH gives businesses a chance to develop, to network, to find new clients and business associates, to communicate with new audiences and discover growth opportunities. [www.imhbusiness.com](http://www.imhbusiness.com)



## SPEAKERS



### NELSON PHILLIPS

Abu Dhabi Chamber Chair in Strategy and Innovation  
Imperial Business School

Professor Nelson Phillips holds the Abu Dhabi Chamber Chair in Innovation and Strategy, having been Acting Dean of Imperial College Business School between 2016 and 2017. Prior to joining Imperial, Professor Phillips was the Beckwith Professor of Management Studies at the Judge Business School, University of Cambridge. Professor Phillips completed his PhD in Organisational Analysis from the University of Alberta, Canada, in 1995. He has published more than 100 academic articles and book chapters including articles in the Academy of Management Journal and Sloan Management Review. Professor Phillips teaches courses in strategy, organisation behaviour, innovation, and leadership at the undergraduate and graduate level. In addition, he is active in Executive Education at the Business School, where he has been involved in programme design and delivery for a wide range of clients.



### KAREL COOL

Professor of Strategic Management and the BP  
Chaired Professor of European Competitiveness, INSEAD

Professor Cool's research, teaching and consulting focus on problems of industry, dynamics and competitive strategy (e.g. competitive positioning, assessment of profit opportunities in markets, strategic supply chain dynamics and management, eco-system leadership, customer value creation and capturing). Karel Cool is directing the Competitive Strategy Executive Education programme. He has published in many journals, including Management Science, Strategic Management Journal, Harvard Business Review, Organization Science, Academy of Management Journal, Marketing Letters, Advances in Strategic Management, Journal of Supply Chain Management, etc. He also edited books and has contributed to many books on Competitive Strategy. From 1995 to 2007 he was an Associate Editor of the Strategic Management Journal. He has consulted on major strategic issues of corporate and industry restructuring, and worked with various corporations, including Unilever, PriceWaterhouseCoopers, Daimler-Chrysler, Borealis, Thomson Travel Group, Exxon, Solvay, Novo-Nordisk Lufthansa, IBM, Expedia, Banque de France, McKinsey, Starwood, BCG, Shell, ING, Aktiva, Amgen, Bayer, World Economic Forum, Hearst, Reynaers Aluminium, etc. During the academic year 1995-1996 he was a Visiting Professor at the Graduate School of Business at the University of Chicago. He was also a Visiting Professor at Northwestern University. Professor Cool is a six-times winner of the "Best Teaching Award" in the MBA Programme, and is the founder and Programme Director of the long-running Competitive Strategy Executive Education Programme at INSEAD in Fontainebleau and Singapore. In September 2014, he was honoured by the Case Center as one of the best-selling case authors over the past forty years. Professor Cool has (co-) authored more than seventy case studies.



### LUCIAN CAMP

Principal,  
Lucian Camp Consulting

Lucian Camp began his career as a copywriter and subsequently as a creative director in big London advertising agencies, working on leading consumer brands such as Budweiser, McDonalds and Peugeot. He founded his first agency, DMB&B Financial, in 1989 and his second, Tangible, in 1998. Both of these agencies specialised in financial, business and corporate accounts. In 2010, after selling Tangible, he set up his one-man consulting business, the "Lucian Camp Consulting". The consulting provides brand, marketing and communications advice to a wide range of clients, including some very large firms, such as NatWest, Canada Life and Legal & General, and many smaller firms, including a number of digital start-ups. Recently he has teamed up with Anthony Thomson, founder and former chair of both Metro Bank and Atom Bank, to co-write "No Small Change: Why Financial Services Needs A New Kind Of Marketing".



### CAMMY CROLIC

Associate Professor,  
Saïd Business School,  
University of Oxford

Cammy Crolie is an Associate Professor of Marketing at Saïd Business School in the University of Oxford. Her research focuses on the domain of consumer behaviour and explores factors affecting and the processes underlying the consumption experience. Her research on experiential consumption explores how learning and memory increase the hedonic enjoyment of repeated consumption experiences (i.e. food consumption), how experiential learning influences the enjoyment of current consumption experiences, and how minority opinions influence experts' subjective judgments in domains such as art, music and food. Her work has implications for consumer health and wellbeing and consequences for the food industry and public policy. Crolie's research has been published in the Journal of Consumer Research and she won the John A. Howard AMA Doctoral Dissertation Award (2016). At Oxford, she is a Research Fellow of Green Templeton College.



## BOOKING FORM

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E-mail: ..... Website: .....

#### 1<sup>st</sup> Participation

Mr  Mrs

Name: .....

Job Title: .....

E-mail: .....

#### 2<sup>nd</sup> Participation

Mr  Mrs

Name: .....

Job Title: .....

E-mail: .....

#### 3<sup>rd</sup> Participation

Mr  Mrs

Name: .....

Job Title: .....

E-mail: .....

#### 4<sup>th</sup> Participation

Mr  Mrs

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**NO PARTICIPATION FEE**

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Confirmation of your registration will be sent as soon as possible once we have received your application in writing – either online or by fax or mail. Please note that, in order for you to take part in the conference, your participation fee must be paid in full two days before the first day's deliberations. Please note, furthermore, that the organisers reserve the right to make changes to the details – though not to the substance – of the conference without prior warning, even if these do not appear in the programme because they occurred after printing and due to unforeseen circumstances. Additionally, you should be aware that, if the organisers are obliged to cancel a conference, they have a responsibility to reimburse any fees paid. They cannot be held responsible, however, for any consequential damage or loss. Finally, please note that an application to participate and an online registration are considered legally binding.

#### CANCELLATION POLICY

- Participation fees are paid in advance. • Cancellations must be made in writing two days before the start of the conference, otherwise you will be charged 50% of the participation fee. • In case of a no show without a written cancellation two days before the conference, you will be charged 100% of the participation fee.