

Tim Rivett



Tim is Head of Small Business (Media) for Royal Mail. His role is primarily to do with new product development and the effective communication and promotion of Royal Mail's products and services to the small business community. Tim has been at Royal Mail for eight years, and was previously Head of Media Development, which involved the promotion of direct mail as an advertising medium.

Prior to joining Royal Mail Tim's time was spent agency side. He was Managing Director of Aspen Business Communications, Client Services Director of The Aspen Agency, and immediately before joining Royal Mail was Director of Direct Marketing for Summerfield Wilmot Keane.

Chris Robinson



Chris is a Chartered Marketer and active supporter of CIM Sussex. He started email marketing when e-Marketing Manager for Sussex business Futuremedia in 1999 and has been refining this science continuously during the ten years since then. Chris' perspective on email marketing is very much as a practitioner who regularly achieves response rates exceeding 20% and on one occasion achieved over 90%.

Chris started his own Award Entry Agency called Boost Marketing in 2006 and still uses email marketing as the backbone of his marketing and it has helped him win over 100 accounts, mostly major UK businesses. You might also have seen Chris' name as the sender of many CIM Sussex event emailshots.

Chris recently spoke on the BBC Radio 4 documentary "Getting the Gongs" as well as one a recently Daily Telegraph and National Business Awards webcast about business reputation.