



The Chartered
Institute of Marketing

The Levitt Group

Advanced knowledge for senior marketers



The Levitt Group – who we are and what we do



The Levitt Group is The Chartered Institute of Marketing's (CIM) community for senior marketers. The Institute is the leading professional body for marketers with members worldwide and offers you:

- **More knowledge** – Access exclusive industry intelligence.
- **More connections** – Networks, insight and events with a cross-section of marketers.
- **More development opportunities** – Access our networks and events.

The group exists solely to maintain and develop the knowledge, skills and capabilities of its members. Our focus is on strategy and organisational competitiveness at the leading edge of marketing knowledge.

We aim to provide advanced marketing knowledge in the way that senior marketers need it, with an emphasis on practical relevance and value-for-time.

Advanced knowledge for senior marketers

If you are a highly experienced and qualified marketer who finds that most learning experiences are too low level or time consuming then The Levitt Group can help with our advanced knowledge for senior marketers.

We also create and enable an effective network of trusted, experienced executives across many industry sectors and functional specialities.

There are several ways in which we do this:

Events

The Levitt Group meetings are non-profit events designed to give members the maximum possible knowledge in the least possible time.

Run over Friday afternoon/Saturday morning at a convenient location, the events feature a range of thought leaders from both academia and exemplary companies.

The events are exclusive and informal, giving those who attend the opportunity to question and debate the speakers' ideas. Speakers are carefully chosen to cover a wide range of business sectors and topics so as to be of interest to all members, whatever their particular interests.

In addition, the events provide an opportunity to mix with other senior marketers, share ideas and find common interests.

We normally run three events per year.

For example, in 2011:

- 11/12 March, Weetwood Hall, Leeds.
- 10/11 June, Latimer Place, Chesham.
- 25/26 November, Charing Cross Hotel, London.

The Knowledge

The Knowledge is The Levitt's Group's regular communication to its members and potential members. Six times a year, we invite a leading marketing thinker to give a concise overview of their area of expertise.

Limited to a ten minute read (also on the website as a podcast), The Knowledge gives readers the essentials of the topic and the opportunity to find out more if they wish.

Recent editions have covered:

- 'Recovery from Recession? Yes, but things will never be the same again', Professor Nigel Piercy.
- 'Complexity Theory and Strategic Management', Professor Ralph Stacey.
- 'On the shoulders of giants' (segmentation strategies), Professor Sally Dibb.

LinkedIn Group

The group discusses a wide range of marketing matters, depending upon the current interests of the participants. It is also a very useful place to network with other, similar, senior marketers. Sign in to LinkedIn and search for 'The Levitt Group'.

Website archives

A visit to www.levittgroup.org.uk not only provides updates on our various activities, it also gives access to a rich archive of previous editions of The Knowledge, as well as speaker notes from our previous events.

This reservoir of advanced knowledge and high-level case studies is a valuable resource for any senior marketer requiring the latest thinking on a topic, or looking for a case study to illuminate how it has been put into practice.

Developing senior marketers

Knowledge at your fingertips

CIM has many reports, journals and articles, across all sectors, that may be of interest to senior marketers. Members can access Key Note, MBD, Mintel and Snapshot reports on a wide range of industry sectors and issues.

Many of the resources can be accessed for free online – members have access to the full text of more than 2,700 quality magazines and journals, over 1,400 country economic reports, 10,150 substantial company profiles, and over 5,200 full text industry reports.

To see the full range of resources available please visit www.cim.co.uk/marketingresources.

Alternatively, for a tailored search of our resources please e-mail library@cim.co.uk or call 01628 427333.

How to join

Membership of The Levitt Group is only open to Chartered Marketers and Fellows of CIM. Levitt Group members pay an additional membership fee of £30 to join the group and access exclusive insight and knowledge.

To find out more about joining The Levitt Group visit www.cim.co.uk/levitt.

Contact details

If you have any queries regarding The Levitt Group contact Philip Preston, e-mail philippreston@cim.co.uk or call **07920 808432**.



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