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Get to understand your clients better. Be inspired by two senior global marketing executives: Suresh Balaji, group head of media and marketing innovation, HSBC Gerhard Louw, head of international media management, Deutsche Telekom

Enhance your knowledge of specific channels, including social media and mobile, by hearing from: Trevor Johnson, global agency development, Facebook Paul Berney, CMO and managing director EMEA, Mobile Marketing Association

Put all this theory into practice by working on a genuine communications brief provided by: Simon McPhillips, global director, integrated marketing planning, Kimberly-Clark

Confirmed mentors:

James McEwan, group business director, PSI
Mike Cookson, content and media director, Nike
Nick Vale, global planning director, Maxus
Gerhard Louw, head of international media management, Deutsche Telekom
Sam Selleck, business director, Mindshare
Pete Colvin, group account director, MEC Global Solutions
Heather LeFevre, director, I've Got the Fever

For any booking enquiries, contact rachel.barber@csquared.cc or call 020 7367 6978

Booking information

Course fee per delegate £1995. Group discounts are available.

For booking inquiries, contact rachel.barber@csquared.cc or call +44 (0) 207 367 6978

See the full course agenda for the two days

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