



The Chartered  
Institute of Marketing

# A Sustainable New Marketing Mix - For a New Generation

22 May 2019 | 17.30 | Bristol

Rising generations are calling into question the traditional marketing mix, which has focused on everything about a brand. They want to know what's in it for them. They want to align with brands that are serving a higher purpose, are sustainable, ethical and mindful in everything they do.

In this thought-provoking CIM Senior Marketers Roundtable event, you'll be inspired by a masterclass, including real-life case studies,

that will help you think about this world-changing opportunity to redefine the marketing mix, and why it will have a powerful impact on your future business strategy.

The Mindful Collective founders, Neil Wilkins and Joe Pereira, will share a new Marketing Mix: Purpose, People, Process, Profit and the tools that will help make it a reality.

Find out more: [cim.co.uk/events](http://cim.co.uk/events)

Hays, 2nd Floor, Hartwell House  
55-61 Victoria Street  
Bristol BS1 6AD

Free to attend

CPD Category: Strategy  
Duration: 1.5 hours

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