



32 YEARS OF EXCELLENCE
1978-2010

The Cyprus Institute of Marketing

THE 2010 MANAGEMENT SUMMIT

ACCLAIMED ACADEMICS FROM UK'S TOP BUSINESS SCHOOLS FOR THE FIRST TIME IN CYPRUS!



SATURDAY 24th APRIL 2010 / THE CYPRUS HILTON, NICOSIA

P.O.Box 25288, Nicosia 1308 Tel. 22778475 www.cima.ac.cy

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The Summit

CIM is a leading European Institution and is a pioneer in promoting and developing Marketing and Management. The **2010 CIM Summit** is a reference point for the study of management and marketing in Cyprus and Europe. The CIM Summit is organized on an annual basis and thus providing 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. As such attendees represent the leading companies from Cyprus and Europe.

Objectives

The **main objective** of the Summit is to inform and educate Cyprus' managers and executives. It also provides a platform for managers and executives to network and discuss the latest developments in their fields. Finally with this Summit, CIM promotes research and offers added value to its members and alumni.

Organiser

CIM was founded in September 1978 and operates in Nicosia and Limassol. It's thus the first Business School in Cyprus! Its main purpose was to fill a gap that existed in Cyprus' tertiary education by offering high quality education to in-career individuals. When in 1978 CIM pioneered by offering Management and Marketing Degrees, many companies didn't recognize the importance of marketing and management for the success of any company. It might be the case today that these sciences are well developed but surely without the immense contribution of CIM many Cypriot companies wouldn't have achieved the success they enjoy today.

Today, CIM has expanded in areas beyond Management and Marketing, offering Diplomas and Degrees in Banking, Insurance, Finance, Shipping, European Studies, Financial & Computer Studies and also an MBA. By offering only evening classes to in-career individuals, CIM has been rightly characterized as the '**Second-chance Institution**', giving to thousands of individuals a second chance towards career and personal success. Thus the CIM moto is that '**Learning Never Ends**'.

CIM has won the respect of the Cyprus' business world and with more than 5,000 alumni in Cyprus and abroad it's the leading Business School on the island.

Supported by

For many years now, the Summit is under the auspices of his Excellency the Minister of Commerce, Industry and Tourism, Mr. Antonis Paschalides.



Summit Details

- The Summit will take place on **Saturday 24th April between 09:00 and 14:00.**
- All Lectures will be in English.
- A Certificate of Attendance will be awarded at the end.

The Summit is addressed to:

- Business men
- 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 on the latest trends in Marketing and Management.
- Members, alumni and associates of CIM.

Media Sponsor

IN Business magazine is the exclusive media sponsor. Both CIM and In Business are pioneers in their respective fields and join their efforts for the years most important event!





Πρόγραμμα Συνεδρίου

08:45 – 09:00

Registration

09:00 – 09:30

Opening Ceremony

 Welcome by **Prof. Theo Hadjiyannis** (Director - General)

Address by the Minister of Commerce, Trade and Tourism

09:30 – 10:00
Mr. Roderick Wilkes
CEO - The Chartered Institute of Marketing
'CIM UK and the Role of Marketing in Times of Financial Crisis'
10:00 – 11:00
Prof. Patrick Barwise MA (Oxon) MSc, PhD (London)

Emeritus Professor of Management and Marketing

(London Business School)

'Differentiation That Matters'
11:00 – 11:30

Coffee Break

11:30 – 12:30
Prof. Martin Kilduff BA, MBA,

MS, PhD (Cornell Univ.)

Diageo Professor of Management

(University of Cambridge)

'Organizational Social Networks: Core Ideas and Key Debates'
12:30 – 13:30

Questions and Answers

13:30 – 14:00

Closing Ceremony

Award of Certificates



Βιογραφικά Ομιλητών



Prof. Patrick Barwise - MA (Oxon) MSc, PhD (London)
Emeritus Professor of Management and Marketing
London Business School

Patrick Barwise is Emeritus Professor of Management and Marketing at London Business School. He joined the School in 1976, having spent his early career with IBM. He has published widely on management, marketing, and media. His book *Simply Better* (HBS Press), co-authored with Seán Meehan (IMD, Lausanne), won the American Marketing Association's 2005 Berry-AMA Prize for the best recent book in marketing. He is a Council member (and previous deputy chairman) of Which?, the UK's leading consumer organisation; an experienced expert witness, having worked on commercial, tax, and competition cases in Brussels, Frankfurt, London, Paris and Washington; and an advisory board member and cash investor in two start-ups: the online field research company Research Now www.researchnow.co.uk and the online brand community specialist Verve www.addverve.com. He is also an Honorary Fellow of the Marketing Society and listed in Who's Who.



Prof. Martin Kilduff - BA, MBA (Washington), MS, PhD (Cornell)
Diageo Professor of Management
University of Cambridge

Martin served as editor of *Academy of Management Review* from 2006 to 2008, and was previously associate editor of *Administrative Science Quarterly* and *British Journal of Management*. Martin also served as interim Associate Dean of Research and Director of the MS/PhD programmes for the Smeal College of Business, Penn State, 2001-2002. He served as a faculty member at INSEAD from 1988 to 1990, and at Penn State from 1990 through 2006. Prior to joining Judge Business School, he was the Kleberg/King Ranch Centennial Professor of Management at the University of Texas at Austin. His research interests include Social networks in organisations, with particular emphasis on cognitive and personality effects on the positions individuals occupy, and the effects of these positions on performance, promotions, and other outcomes. Martin Kilduff is a member of the Organisational Analysis research group and the Human Resources & Organisations teaching group.


SATURDAY 24th APRIL 2010
 THE CYPRUS HILTON, ΛΕΥΚΩΣΙΑ

APPLICATION FORM

 (APPLY BY: **16th APRIL 2010**)

APPLICANTS DETAILS

 Mr Mrs

Name: _____

Company/Firm: _____

Position: _____

Address: _____

Town: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____ Website: _____

2nd APPLICANT

 Mr Mrs

Name: _____

Position: _____

E-mail: _____

3rd APPLICANT

 Mr Mrs

Name: _____

Position: _____

E-mail: _____

PARTICIPATION FEE

Includes:

(Participation, Notes, Certificate, Coffee Breaks)

 General Admittance **€ 80**

 Members/Alumni **€ 60**

 CIM Lectures/Students **€ 50**
NOTES

- The Summit will take place between 09:00 – 14:00
- Coffee and biscuits will be offered
- Any cancellation should be notified 72hours prior to the event. Otherwise the fee will not be returned.
- CIM reserves the right to amend the programme if this is necessary due to unforeseen circumstances.

PAYMENT

 Please make a **cheque** payable to: **The Cyprus Institute of Marketing**
 and post to:

CIM Marketing Summit
P.O.Box 25288
Nicosia, 1308
For Further Information and Registration:
Mr Yangos Hadjiyannis
Tel. 22 77.84.75
e-mail: yangos@cima.ac.cy