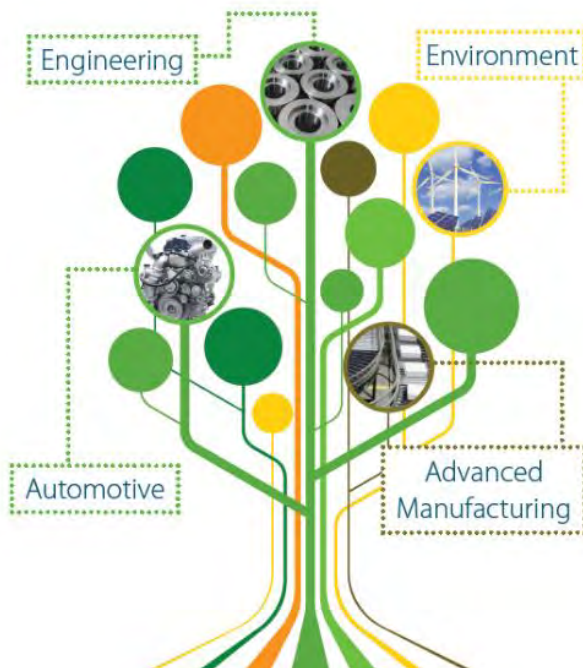


How to Communicate Value to Your Customer

FREE breakfast seminar on Wednesday 13th May, 7.45am

University of Chester, Thornton Science Park



It is important to market the benefits of your product or service not the features. Customer value propositions help you do that. They are an assessment of your product or service's value to your customers and help you communicate true worth.

Placed at the core of your marketing activities and done well, your customer value propositions will help you market your product or service more successfully, win more orders and increase your profitability.

This workshop will help you develop meaningful customer value propositions for you to use throughout your marketing activities. You will be given the tools and processes needed, and the time, opportunity and guidance to enable this interactive session to be relevant to you and your business. There will also be networking opportunities before, after and during the session.

One-to-One Clinics

Cynara will be available for one to one clinics at the end of this event or can be approached during the networking session with any questions you may have about marketing.

If you would like to attend this event please email Kate Blythe, k.blythe@chester.ac.uk



Cynara Livera
Clearly, Simply, Truly
Marketing Management



Cynara strongly believes marketing is more a science than a black art. A marketing strategist and planner, Cynara began her career as a post graduate chemist. New product development highlighted the importance of market driven, not technology lead product and service development. Over the years her role became much more customer focused as she moved into marketing research and ultimately full service marketing management.

Cynara's experience includes all areas of marketing from marketing research, strategic development and price analysis through to marketing planning and communication. Cynara set up her own company, Clearly Simply Truly Marketing Management, to provide strategic marketing support to small scientific and technical companies and those serving scientific and technical markets, focusing on business-to-business marketing.

The Agenda

7.45am	Registration, Breakfast Buffet & Networking (Parking is easily accessible and we are located off Junction 14 of the M56)
8am	Welcome & Introduction: High Growth Centre
8.15am	How to Communicate Value to Your Customer – Cynara Livera
10am	Refreshments & Networking
10.15am	Optional one to one meetings with Cynara Livera
10.15am	Thornton Science Park Tours Start



The Venue

The High Growth Centre is located at Thornton Science Park (the former Shell Technology Centre) at Ince, near Chester. Co-funded by the University of Chester and the European Regional Development Fund (ERDF), the High Growth Centre offers SMEs (Small Medium Enterprises) and new start-up businesses valuable advice and support.

Designed specifically for companies operating in the Advanced Manufacturing, Automotive, Engineering and Environmental sectors.

Companies are able to access a wide range of specialist advice from a team of specialist advisors.

Flexible workspace is also available in the High Growth Centre. Including hot desks, office space, laboratory and industrial workspace.

Following the seminar there will be an opportunity to attend a brief tour of the site including the **new HIGH GROWTH CENTRE.**

How to Book Your Space

Please email Kate Blythe at the High Growth Centre, k.blythe@chester.ac.uk with the following details to secure your space:

- **Name**
- **Job title**
- **Company**
- **Nature of Business**
- **Telephone Number**
- **If you would like a one to one and if so which topic/s you would like to discuss**

On receipt full details including directions and security information will be issued.

Please note this training event is part funded by ERDF and will require you to sign a register to confirm your attendance and the nature of advice provided.

