



"CINPAA" INTERNATIONAL COOPERATIVE FOR
NEW PEDAGOGY, TRAINING & CONSULTING

Communication and Marketing Summit CONFERENCE : Charting Future Pathways ©



Will be Held on :
25 to 27 nov. 2024
Manchester, UK



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www.cinpaa.org

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01

Overview

Conference Background |
Objective





Intro

"CINPAA" INTERNATIONAL, TRAINING & CONSULTING, are excited to welcome you to the **Communication and Marketing Summit: Charting Future Pathways**, an immersive and transformative experience designed to empower you to navigate the ever-evolving landscape of communication and marketing. Join us for three days of insightful sessions, engaging workshops, and unparalleled networking opportunities as we explore the latest trends, technologies, and strategies that will shape the future of this dynamic field.

EXPANDING KNOWLEDGE

Expanding Knowledge

Delve into the ever-changing world of communication and marketing, gaining a comprehensive understanding of the latest trends, technologies, and strategies that are shaping the future of this dynamic field. Our esteemed speakers and industry experts will provide you with the knowledge and insights you need to stay ahead of the curve and thrive in this competitive landscape.

Interactive Workshops.

The conference provides participants with the opportunity to engage in interactive workshops with leading institutions. This event aims to enhance understanding and facilitate knowledge exchange regarding the challenges and innovations in the field of work.





Conference Objectives

By attending the Communication and Marketing Summit, you will:

- Gain a comprehensive understanding of the latest trends and innovations in communication and marketing
- Develop practical skills and strategies to create effective communication and marketing campaigns
- Expand your professional network and connect with industry leaders
- Spark creativity and generate innovative ideas to transform your communication and marketing approach
- Gain a competitive edge and position yourself for success in the ever-evolving world of communication and marketing



02

Conference
Agenda



Attendees

This conference is a valuable opportunity for a wide range of professionals, including:



- Marketing and communication professionals
- Business owners and entrepreneurs
- Students and aspiring professionals

Top 3 Benefits: Communication & Marketing Summit

- Future-proof your skills: Master the latest trends and strategies in communication & marketing. Network with industry leaders to stay ahead of the curve.
- Sharpen your arsenal: Develop practical skills in workshops. Learn to create impactful content, build a strong brand, and optimize campaigns.
- Expand & innovate: Connect with a diverse network. Spark creative ideas and refine your approach through stimulating discussions



Main Conference Components:

The three-day summit will be packed with engaging and informative sessions, including:

- **Keynote Addresses:** Inspiring presentations from renowned experts and thought leaders
- **Interactive Workshops:** Hands-on workshops designed to equip you with practical skills and strategies
- **Panel Discussions:** Thought-provoking panel discussions featuring industry veterans and experts
- **Networking Opportunities:** Ample opportunities to connect with fellow attendees, expand your professional network, and forge valuable connections



CONFERENCE AGENDA

	DAY 1:	DAY 2	DAY 3
9.00	<p>REGISTRATION AND WELCOME</p> <p>OPENING KEYNOTE: THE FUTURE OF COMMUNICATION AND MARKETING</p> <p>WORKSHOP: CREATING COMPELLING CONTENT THAT RESONATES</p>	<p>KEYNOTE ADDRESS: NAVIGATING THE EVOLVING MEDIA LANDSCAPE</p> <p>WORKSHOP: BUILDING A STRONG BRAND IDENTITY</p>	<p>KEYNOTE ADDRESS: EMBRACING INNOVATION IN COMMUNICATION AND MARKETING</p> <p>WORKSHOP: DEVELOPING EFFECTIVE SOCIAL MEDIA STRATEGIES</p>
10.00		<p>PANEL DISCUSSION: MEASURING AND OPTIMIZING MARKETING CAMPAIGNS</p>	<p>PANEL DISCUSSION: THE FUTURE OF CUSTOMER ENGAGEMENT</p>
11.00	BREAK.		
11.30	<p>PANEL DISCUSSION: THE ROLE OF TECHNOLOGY IN COMMUNICATION AND MARKETING</p> <p>NETWORKING RECEPTION: CONNECT WITH FELLOW ATTENDEES AND INDUSTRY PROFESSIONALS</p>	<p>NETWORKING LUNCH: EXPAND YOUR PROFESSIONAL NETWORK WHILE ENJOYING A DELICIOUS MEAL</p>	<p>CLOSING KEYNOTE: CHARTING YOUR PATH TO SUCCESS</p>
1.00	LUNCH		

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Participation & Registration

PARTICIPATION FEES

CONFERENCE NAME	COMMUNICATION AND MARKETING SUMMIT CONFERENCE ©	
CONFERENCE DATE	25 TO 27 NOV. 2024 MANCHESTER, UK	
INCLUSIVE OF	<ul style="list-style-type: none"> PROGRAM HANDOUT SNACKS DURING COFFEE BREAKS CERTIFICATE OF ATTENDANCE 	ENJOY THESE INCLUSIVE SERVICES AS PART OF YOUR CONFERENCE EXPERIENCE.
	NUMBER OF PARTICIPANTS	FEE PER PARTICIPANT (EUR)
REGISTRATION FEE	INDIVIDUAL	2000 EUR
	3+ PARTICIPANTS (SAME COMPANY/ORGANIZATION)	1600 EUR
	5+ PARTICIPANTS (SAME COMPANY/ORGANIZATION)	1400 EUR
ADDITIONAL OFFERS	OUR TEAM IS READY TO ASSIST WITH BOOKING YOUR ROOMS AT 4- AND 5-STAR HOTELS, AS WELL AS ORGANIZING TOURS AND EXCURSIONS DURING THE CONFERENCE.	
INTERNATIONAL TRAVEL	PARTICIPANTS SHOULD MAKE THEIR OWN TRAVEL ARRANGEMENTS TO AND FROM THE PROGRAMME VENUE. WE STRONGLY ADVISE ALL PARTICIPANTS TO MAKE RETURN RESERVATIONS BEFORE LEAVING THEIR OWN COUNTRY AS IT MAY BE DIFFICULT TO MAKE THEM AFTER ARRIVAL AT THE EVENT.	
INSURANCE	WE STRONGLY RECOMMEND THAT PARTICIPANTS MAKE THEIR OWN ARRANGEMENTS FOR TRAVEL AND OTHER INSURANCE BEFORE LEAVING THEIR OWN COUNTRY.	

THE FOLLOWING SERVICES ARE NOT INCLUDED IN THE CONFERENCE PACKAGE:

- ACCOMMODATION: PARTICIPANTS ARE RESPONSIBLE FOR ARRANGING THEIR OWN ACCOMMODATION. HOWEVER, ASSISTANCE CAN BE PROVIDED IN BOOKING ROOMS AT THE CONFERENCE VENUE OR NEARBY 4 OR 5-STAR HOTELS BASED ON INDIVIDUAL PREFERENCES AND REQUIREMENTS.
- MEALS: BREAKFAST AND DINNER ARE NOT PROVIDED AS PART OF THE CONFERENCE. PARTICIPANTS CAN CHOOSE TO DINE AT THE CONFERENCE VENUE OR EXPLORE NEARBY RESTAURANTS AT THEIR OWN EXPENSE.
- TOURIST EXCURSIONS: ORGANIZED TOURIST EXCURSIONS ARE NOT PART OF THE CONFERENCE PROGRAM. HOWEVER, PARTICIPANTS ARE FREE TO EXPLORE THE HOST CITY AND NEARBY ATTRACTIONS DURING THEIR LEISURE TIME.
- INTERNET AND CONNECTIVITY CHIPS: THE CONFERENCE DOES NOT OFFER INTERNET AND CONNECTIVITY CHIPS. PARTICIPANTS ARE ADVISED TO MAKE THEIR OWN ARRANGEMENTS FOR INTERNET ACCESS, EITHER THROUGH LOCAL SERVICE PROVIDERS OR USING WI-FI AVAILABLE AT THE CONFERENCE VENUE OR THEIR ACCOMMODATION.
- PLEASE NOTE THAT THESE SERVICES CAN BE ARRANGED UPON REQUEST, AND THE CONFERENCE ORGANIZERS ARE AVAILABLE TO ASSIST PARTICIPANTS IN MAKING ARRANGEMENTS OR PROVIDING RECOMMENDATIONS AS NEEDED.





Registration

To register please follow one of the following methods:

- Fill out the program's registration form along with a confirmation message of attendance.
- Send an email from the Training or HR Department.
- Provide a nomination letter from your employer.

Confirmation can be sent to info@cinpaa.org or delivered to our representatives in the country.

International travel:

Participants should make their own travel arrangements to and from the program venue. We strongly advise all participants to make return reservations before leaving their own country as it may be difficult to make them after arriving at the event.

Insurance:

We strongly recommend that participants make their own arrangements for travel and other insurance before leaving their own country.

Cancellation Policy:

If participant decide to cancel their courses, repayments will be made as follows:

- Up to six weeks before Full Amount.
- Up to four weeks before: 50%.
- Up to two weeks before: No Refund.

Discount will be given to:

- Groups of 3 and above.
- Early bird registration before 2 months.
- For post-graduate participants and members of scientific and medical organizations Please contact us for details.





Further information



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