

Press Invitation

LAUNCH OF 'THE CLOSING THE MARKETING GAP REPORT'

TUESDAY 26TH NOVEMBER 2002

DTI CONFERENCE CENTRE, 1 VICTORIA STREET, LONDON

1.30 – 3.30 PM

Press are invited to the launch by The DTI Small Business Service of a report called 'Closing the Marketing Gap', produced in conjunction with The Chartered Institute of Marketing (CIM).

This opinion-former launch will take place on 26 November, from 2.00 pm - 3.30 pm at the Conference Centre, Department of Trade and Industry, 1 Victoria Street, London and we are pleased to announce that Nigel Griffiths, Parliamentary Under Secretary of State for Small Business will be present.

The 'Closing the Marketing Gap' report shows that companies using marketing most effectively are those in the 'high growth' category. Marketing can, and does, make a difference. We are delighted that this report recognizes the contribution marketing makes to business success as this can only impact positively on the UK economy.

Please RSVP by 24 November to Sandra Ingham, Corporate Communications, CIM on 01628 427306 or email sandraingham@cim.co.uk

P R O G R A M M E

1.30pm	Arrival and coffee
2.00pm	Briefing on Benchmark Index (history, scope, usage, international aspect, data analysis etc)
2.30pm	Minister greeted by Chief Executive of SBS and CIM representatives and then launches report
2.45pm	Photo opportunities – Winning Moves cover reasons for the Marketing report to delegates (30 minutes)
2.55pm	Minister takes questions from Press
3.15pm	Questions and Answers on Benchmark Index 'Closing the Marketing Gap Report'
3.30pm	Tea and disperse