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Rebranding Manx Radio: the client/agency perspective

by Steve Wicks and John Marsom

Friday 23rd April, 1230 to 1345 at the IBS

Seminar

This informal presentation will review all aspects of the rebranding exercise from both the client and agency perspective... from its initial concept ideas, through creation and delivery leading to the ultimate results based performance.

Speakers

Steve Wicks is joint Managing Director of Home Strategic, the Island's largest full service design and marketing agency.

Steve's background has been based around the principles of business development through sales and marketing – a philosophy that is at the heart of the way Home work with its many clients to deliver quantifiable results. In 2009, Home opened its first UK office near Birmingham. Together with a fellow Director of Home Strategic, Steve has also launched the Island's first ISO Management company (ISO QA IOM) and a new business called Digiglass which has created a unique design and production process for printed window films; they have already secured work for Heathrow Airport, GlaxoSmithKline, John Lewis and RBS International. An Island resident since 2000, Steve lives with his wife and two boys in Douglas. On the rare occasions he isn't at work, Steve enjoys golf, flat cap wearing, tobacco rolling and whippet walking.

John Marsom is Business Director of Manx Radio, the Island's public broadcast station.

John's background is strategic sales and marketing since 1986 in a variety of fields including international roles. During his time prior to coming to the Isle of Man John managed four "green field" start up companies to multi million pound success in the UK, Europe and the US. The opportunity to come to the Isle of Man and rejuvenate Manx Radio, subsequent to the Government commissioned Darwin report, proved irresistible in 2003. Having always wanted to work in the broadcast environment John jumped at the chance and has spent the past 6 years rebuilding the station's brand and business ethic. One of John's personal business icons is Lee Iococca the ex-President of Chrysler US. Lee's quote "*to solve big problems you have to be willing to do unpopular things*" has been a mantra at Manx Radio where change was not always welcomed! An Island resident since 1983 and a visitor (to his family's hotel) since the late 1970s, John lives in Crosby with his faithful Golden Retriever, Benson. If asked what he is going to do when he retires he will respond "What is retirement?" - although he can be found with an oily rag under one of his collection of classic cars most weekends.

Schedule!

12:30 - Buffet Opens
12:45 - Seminar Starts
13:45 - Seminar Ends

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Date 23rd April 2010

Topic Rebranding Manx Radio: the client/agency perspective

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