

## WHAT DO I KNOW?

Having spent my formative years in a small village south of Cambridge, I headed north to study at Sheffield Business School (1995 to 1999) – one of the UK's top providers of business and management education.

I continued to study part-time for the Institute of Direct Marketing Diploma (2002), the Institute of Promotional Marketing Diploma (2005) and the CAM Award for Digital Marketing Planning (2012). In 2012 I achieved Chartered Marketer Status and was nominated one of the UK's Top 50 Creative Freelancers by The Drum Magazine.

I have both agency and client side marketing experience. I've worked for clients of all sizes, from

household names such as Hilton and University of Cambridge to the kinds of companies that are big in their field but unknown to the wider world.

I am an active member of the Institute of Direct and Digital Marketing, the Chartered Institute of Marketing (I chair teams in Gloucestershire and Bristol and sit on the South West board), and the Direct Marketing Association (I sit on the West & Wales Regional Council).

I am frequently quoted in industry press and can often be found networking or speaking at conferences and events. I am a judge for the annual Direct Marketing Association Awards and the Customer Experience Awards.

## CONTACT

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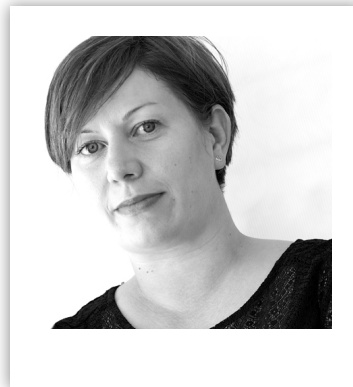
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*Luan*  
*Wise*  
Chartered Marketer

**CONFERENCE CAMBRIDGE**  
**MEET IN CAMBRIDGE**

**meet**  
in Cambridge

## CONFERENCE CAMBRIDGE

### Meet in Cambridge: a showcase of Cambridge's finest academic venues

Conference Cambridge is the official free venue-finding service for the University of Cambridge and its Colleges.

An afternoon event to showcase the 30+ venues was organised for the second consecutive year.

Managed by Luan Wise, marketing collateral included a dedicated website ([www.meetincambridge.com](http://www.meetincambridge.com)), local press advertisements, and posters. Delegates were given a printed programme, which included special event offers from each venue, and a pocket guide to each venue.

The event aimed to increase the existing database of potential customers, and the research capabilities of social networking site, LinkedIn, were used to target event organisers.

*Thanks to The Brightside for their support with this project.*

