

# Master's in International Fashion Marketing

February 2022

Workshop and Networking

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## The University of Manchester

Wednesday 23rd February - Friday 25th February

**In Centre: Manchester or Shanghai**

**Virtual Attendance: Online via Zoom**

We are delighted to hold our 3-Day Workshop and Networking Event in 2022. During the event you will benefit from valuable opportunities to meet academic tutors and network with likeminded peers. The workshop includes a range of presentations, group activities, workshops and guest speakers to support your understanding and knowledge of International Fashion Marketing. You will have time to discuss important topics with other students on the course as well speak to your academic team.



# 3-DAY CONFERENCE AND WORKSHOP AGENDA

All sessions can be accessed through the following:

<https://zoom.us/j/95584104718>

Passcode: 873255

## Day One: Wednesday 23<sup>rd</sup> February

Locations: Manchester Centre: Engineering 1A.0.26, Shanghai Centre, Zoom

08:45 - 09:00 (GMT) (16:45 - 17:00 CST)	Registration
09:00 - 09:45 (GMT) (17:00 - 17:45 CST)	Introductions & Student Networking by Course Director, Barbara Waters
10:00 - 10:45 (GMT) (18:00 - 18:45 CST)	Interactive Workshop: The importance of networking and developing your own personal brand by The Programme Team
Break	
11:15 - 12:00 (GMT) (19:15 - 20:00 CST)	Academic Skills by The Library
12:15 - 13:00 (GMT) (20:15 - 21:00 CST)	Academic Skills by The Library

## Day Two: Thursday 24<sup>th</sup> February

Locations: Manchester Centre: Engineering 1A.0.21, Shanghai Centre, Zoom

08:45 - 09:00 (GMT) (16:45 - 17:00 CST)	Day 2 Registration
09:00 - 09:45 (GMT) (17:00 - 17:45 CST)	Keynote Lecture: Luxury Retailing by Stephen Doyle
10:00 - 10:45 (GMT) (18:00 - 18:45 CST)	Luxury Retailing Activity: Introduction & Group Work by The Retail Marketing Unit Team
Break	
11:15 - 12:00 (GMT) (19:15 - 20:00 CST)	Luxury Retailing Activity: Group Feedback by The Retail Marketing Unit Team
12:15 - 13:00 (GMT) (20:15 - 21:00 CST)	Guest Speaker: Luxury Retailing by A Guest Speaker

## Day Three: Friday 25<sup>th</sup> February

Locations: Manchester Centre: Engineering 1A.0.24, Shanghai Centre, Zoom

08:45 - 09:00 (GMT) (16:45 - 17:00 CST)	Day 3 Registration
09:00 - 09:45 (GMT) (17:00 - 17:45 CST)	Keynote Lecture: Digital Marketing by Charlene Gallery
10:00 - 10:45 (GMT) (18:00 - 18:45 CST)	Digital Marketing Activity: Introduction & Group Work by The Contemporary Issues Unit Team
Break	
11:15 - 12:00 (GMT) (19:15 - 20:00 CST)	Digital Marketing Activity: Group Feedback by The Contemporary Issues Unit Team
12:15 - 13:00 (GMT) (20:15 - 21:00 CST)	Guest Speaker: Digital Marketing by A Guest Speaker

Please note that arrangements are subject to change due to unforeseen circumstances