

Wiba health and beauty event 16th October City Inn

Speaker details

Biography – Joanne Swain, Beiersdorf Nivea

Joanne Swain is the Market Research Manager for the UK affiliate company of Beiersdorf, the global skin and beauty care manufacturer producing the world's largest skincare brand – NIVEA. Joanne has been with the company for over 18 months having joined after spending several years at Milward Brown an international research agency.

The key strategic purpose of the Market Research Manager is to work alongside the brand and marketing teams providing unrivalled consumer insight that ensures the Beiersdorf UK marketing plans and NPD programme deliver to consumer needs. Insights are valuable pieces of information about the needs, desires and wants of consumers that help build up a picture of their lives and products that best meet their needs. It is the insights or thorough understanding generated by Market Research that informs the development and improvement of all elements of the marketing mix from products to packaging , to advertising ensuring we best meet the skincare needs of today's demanding women.

In her presentation tonight which is entitled : **Getting Closer To Your Consumer in order to sustain long Term Business Growth**, Joanne will demonstrate how Beiersdorf collects information from the consumer, analyses and understands women's attitudes and wants and then uses that knowledge to inform marketing strategy – putting the consumer at the heart of everything we do. This will be illustrated with real life case studies and possible audience interaction.

Biography – Mark Butterworth, Licensed Acupuncturist

Mark has a BA (Hons) and a Licentiate in Acupuncture having graduated from the College of Traditional Acupuncture in 2002. Since then he has been building his practice in Harborne and Birmingham City Centre as well as working at the Mercia Multiple Sclerosis Therapy Centre in Coventry. Although he treats people for a wide-range of conditions he is increasingly specialising in the treatment of female fertility and pregnant women, having recently trained with Zita West. He is now a member of the faculty at the College of Traditional acupuncture where he lectures to 1st and 2nd year students, and juggles all this with being dad to Rowan who is 21 months old!

Mark's talk will be looking at why acupuncture is good for today's woman in business. Recent research has shown the effectiveness of acupuncture in boosting female fertility and improving the success of IVF, but acupuncture can be used as a general tonic to help invigorate one's energy and to help reduce stress. He will look at why the philosophy of Chinese medicine is particularly well suited to helping women who are leading busy lives at work and at home. He will be happy to answer any questions at the end of the talk.