

YMP Conference 2011



# Blackpool

Conference and AGM

**25th - 27th February 2011**

Marketing and Promotion



# Welcome to Blackpool

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## Welcome to Blackpool and the YMP Annual Conference and AGM 2011.

There are few places in the UK that can claim to be as iconic as Blackpool. A town that embodies many of those qualities attributed to Lancashire, enjoyment, friendship and honest hard work. It is against this background that the conference will strive to make this year's conference an occasion to remember.

It is therefore with great pleasure and pride that I welcome everyone to my home town and my local authority - Blackpool 2011. The committee have once again put together another fantastic event for the annual YMP Conference and AGM. Fully aware of the pressures being faced in the industry and the need to promote our business, the committee have built a programme that contains a number of workshops centred around Marketing and Promotion, hopefully helping to increase your Sales.

The workshops are challenging, creative and if you are to really get the most from the conference, you will need to step out of your comfort zone. Remember though, have FUN, you learn more when you are enjoying something, it is a well known fact!

This is my 10th conference and is the associations' 82nd year, starting in 1929. I have seen many changes and developments over my time with the YMP and I am sure there will be many more, make sure you are prepared and ready for them.

As a final reminder, please familiarise yourself with the timetable, I would not like to see you miss any part of this event.

Once again, welcome to Blackpool, enjoy your stay and if you only take back to your respective companies some Blackpool rock, I hope you will have had a useful conference.

Yours sincerely

**Mark Barlow**

YMP National Chairman



# YMP 2011

**What better place could you ask for to host the YMP's flagship event! Blackpool is Britain's most popular holiday destination, providing more thrills and excitement than any other.**



From the imposing Pepsi Max Big One at the Pleasure Beach; the tallest and fastest rollercoaster in Europe, to the longest indoor rollercoaster waterslide in the world at Sandcastle Waterpark, Blackpool's best attractions offer exhilarating challenges to everyone.

Blackpool Tower and Circus, icon of England, offers 518ft of entertainment for the whole family, whilst Madame Tussauds Waxworks, is now the place to see and be seen hanging out with such stars as Kylie, Elton John, Posh Spice and even Elvis!

Blackpool Zoo will bring you up close and personal with a myriad of exotic animals and birds in exotic attraction Amazonia, and Sealife Blackpool is an underwater paradise with spectacular and unique displays including one of the largest collections of tropical sharks in Europe, and for minuscule marvels, visit Blackpool's Model Village and Gardens to enjoy the tranquil haven of this tiny world, where even Blackpool's famous trams have been shrunk to miniature proportions!

These are just some of the experiences that Blackpool's attractions offer.



# Michael Johnson



“A new set of bright lights are coming to Blackpool this February. This year’s YMP Conference will once again provide an unrivalled opportunity for the brightest and best of UK print’s management talent to come together to network with each other, sharing ideas and insights that will help drive up the success of our exciting and fast-changing industry.

YMP Chairman Mark Barlow and his team have put together a programme of business sessions that offers a learning experience you simply cannot afford to miss, as well as a great social programme that will give you chance to let your hair down after one of the toughest years that most of us can remember.

Blackpool has been called ‘the Las Vegas of the North’, but if you attend this year’s conference you will be betting on a certainty – that of a highly rewarding investment from which you and your business will gain a great deal. I wish Conference every success in 2011: for an illuminating experience book yourself in now for one of the highlights of the BPIF year.”



## Michael Johnson

Chief Executive  
BPIF

# Wish You Were Here!



Your YMP  
Conference  
Organising  
Committee

# more than ink on paper



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## *Best Wishes for a Successful and Enjoyable YMP Conference 2011 here in Blackpool*

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*Wherever you go in our town, and indeed throughout the UK, you will find examples of our work.*

*Welcome to Blackpool, I am sure you will have a great conference and leave with happy memories of your stay.*

*Philip Lockwood*

*B.P.I.F North West Regional Board Member, representing Lancashire*

# THE ~~CLASS~~ YMP REUNION

The beginning of a new school year can come with many emotions. Yes, it can be a stressful time, you have to move into a new place, buy new books, make new friends or catch up with old ones. It's a lot to think about and sometimes the pressure can take away from the excitement - NOT on our watch!

Each year signifies a new beginning, and while new beginnings may initially seem daunting, remind yourself that this is truly a time to celebrate. You can start fresh and with a bang.

Our ~~Class~~ YMP Reunion theme is just that, a great way to meet new people, or reconnect with your old friends that you've not seen in such a long time. Usually, all it takes to have a good time is a good group of people, and that's exactly what you will find at the YMP Conference - a group of excellent people! Sure, you could just get a 12 pack and watch a movie... or you could get a little creative and make this night the one that your friends will be buzzing about.



There is a school uniform dress code and anyone who doesn't look like they just stepped back into their school days, shall not pass and possibly receive detention or pay a big fine!

Who doesn't love having an excuse to dress up and sip on fancy drinks? Ditch the jeans and t-shirts for a night and get in the spirit of the old school days, be it short shorts, blouses and cardigans, blazers, pinafore dresses, school caps and ties, pleated skirts, BIG knickers (navy of course), tank tops, fishnet tights/stockings, nerdy glasses or knee length socks, and don't forget your catapults and peashooters! Just a few ideas to get you started, but you don't need us to tell you, we're sure you will surprise us, or maybe NOT!



It will be great to see everyone decked out and it will look great to look back on the photographs, plus, dressing up automatically makes everything feel a little more special!

V. Good Work  
Well Done



# Network Evening

## Funny Girls

**Funny Girls is an utterly unique and altogether unforgettable experience. Few experiences in recent years have created so much amazement and wonderment as this, creating a window into a magical world of entertainment.**

They are dedicated to maintaining unrivalled excellence in live entertainment and passionate about providing extraordinary value to their customers.



## Fish & Chips Anyone!

**No one knows precisely where or when fish and chips came together. Chips (pommes frites) had arrived in Britain from France in the eighteenth century. The first mention in 1854 was when a leading chef included 'thin cut potatoes cooked in oil' in his recipe book, Shilling Cookery. Around this time fish warehouses sold fried fish and bread, with mention of them in Charles Dickens' novel Oliver Twist published in 1830.**

Fish and chips helped feed the masses during the First World War and were one of only a few foods not rationed in the Second.



## Tram Delights

**Blackpool and its trams go hand in hand (like fish and chips or salt and vinegar); a visit to Blackpool is not complete without a journey along the prom on a tram! The first part of the tramway opened on the 29th September 1885, a conduit line running from Cocker Street to Dean Street on Blackpool Promenade. It was one of the first practical electric tramways in the world.**



The Blackpool Tramway was the first and is the last remaining traditional tramway in Britain. It was initially two separate tramways, the tramway in Blackpool with all its town routes operated by Blackpool Corporation and the Line between Blackpool North Station and Fleetwood run by the Blackpool and Fleetwood Tramroad Company, before the Corporation bought the Tramroad and the two systems were joined.

Today the Line from Starr Gate to Fleetwood is all that remains as the town routes all closed in the 1960's.

**DON'T MISS IT!**

# YMP 2011 Conference Timetable & Location Guide

## Friday 25th February

16.00	Registration/Coffee (Reception)
18.00	Networking Evening Fancy Dress (Louis Room)
18.30	Dinner (Louis Room)
19.30	Transport for Show (Funny Girls)
00.00	Supper(Derby Lounge)



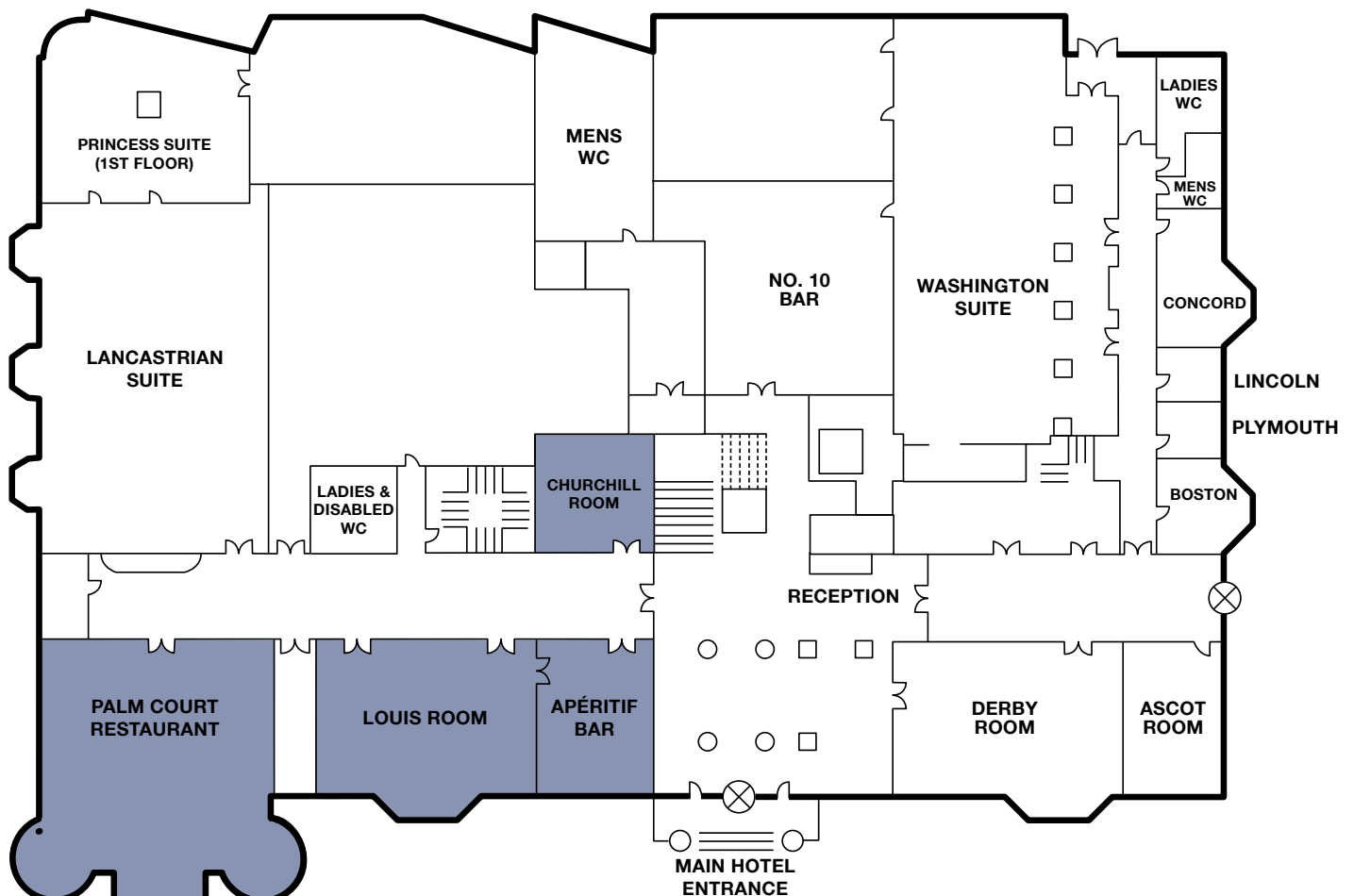
## Saturday 26th February

08.00	Breakfast (Palm Court Restaurant)
09.00	Opening of Conference (Louis Room)
09.15	Marketing & Promotion - Workshop 1 (Louis Room / Churchill Room)
11.15	Break (15 minutes)
11.30	Marketing & Promotion - Workshop 1 (Louis Room / Churchill Room)
12.45	Lunch (Palm Court Restaurant)
13.30	Marketing & Promotion - Workshop 2
15.00	Break (15 minutes) (Louis Room)
16.30	AGM
17.00	Finish
18.30	Pre Dinner Apéritif (Louis Room)
19.15	Annual Dinner - Formal / Black Tie (Louis Room)

## Sunday 27th February

09.00	Lazy Breakfast
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## GROUND FLOOR





# The Corps of Drums of the Royal Regiment of Fusiliers - Lancashire

The Drum Corp operate with the Concert band and also independently and have travelled the length and breadth of the Country performing at events from marches to military ceremonial events. The picture below shows the Corp playing in the Millgate Shopping Centre Bury.

They consists of approximately 20 members and in addition to drums, the Corp use fife, bugles and glockenspiel performing in march or concert mode.

A poster for 'Mooky & Mr Boo's International Circus Carnival'. It features two men in blue hats and red noses, one smiling and one with a goatee. The text 'MOOKY & MR BOO'S INTERNATIONAL CIRCUS CARNIVAL' is written in a stylized, colorful font. The background is a warm, golden-brown color with stars.

**Blackpool Tower with Mooky and Mr Boo's International Circus Carnival**

Blackpool Tower hosts a celebration of circus with a distinctly Latin flavour! Join Mooky, Mr Boo and a cast of superb artists from around the World in the amazing Tower Circus arena. Great fun and excitement for all the family, show also includes admission to Blackpool Tower's other attractions.

**When: Sat 26 Feb 2011 1pm - 3pm**  
**Venue: Blackpool Tower Circus**  
**Theme: Family Entertainment Circus**

# The Conference Base

## Welcome To The Imperial Hotel.

**The most famous and historic hotel in the lively coastal resort of Blackpool.**

Blackpool has long been known as the fun & adventure capital of the UK, when you visit what better place to stay than Barceló Imperial Hotel. Located on North Promenade, you can walk to all the popular attractions or hop on a world famous tram which stops across the road.





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# W O

## Training Schedule

**Saturday 26 February 2011**

### 09:15 Workshop 1

**Ad Fab Part 1** – Introduction and Briefing.

Team Activity: Storyboards, planning, initial camera work, final shooting and editing. Task includes time management and production management challenges for booking editing slots, studio run through time etc.

**11:15** Coffee/Comfort Break (15 minutes)

**12:45** Lunch Palm Court Restaurant

### 14:00 Workshop 2

**Ad Fab Part 2** – Marketing and Promotion

**15:00** Coffee/Comfort Break (15 minutes)

**15:15 Ad Fab Part 2** – Final presentations and review/feedback

**16:30** Finish



# rkshops

## Re Energize

The **Ad Fab** team event involves the promotion of a particular product which has been presented to the team.

The product will need to be branded and marketed, part of this process will involve the production of a 1 minute TV commercial. The team will have two half day sessions to effect the following;

- Allocate team members to particular roles Director, Producer, Copywriter, Camera person, Wardrobe and props etc.
- Analyse the product and its target market
- Prepare the marketing campaign
- Develop a brand image and logo
- Storyboard the TV commercial
- Shoot the film



- Decide on the graphics and music to be used within the commercial
- Edit the film and prepare the marketing presentation
- Present the marketing campaign and reveal the TV commercial

### Team build event – Key Points:

Ad Fab is also an excellent team event. It involves teams in addressing the major team working areas of planning, communication, team work and improving these areas, whilst working through the exercise.



### It also involves the team members in the following key areas:

- Understanding the project requirements
- Managing the project through defined planning stages
- Effective time keeping
- Defining objectives and goals
- Role play and understanding each individuals' task and responsibilities
- Cooperation and supporting other team members



- Achieving the main objective

The individual will also be exposed to different aspects of marketing and team working which may help them realise personal abilities and skills to hopefully improve their individual performance and that of their team or group within their own company or operation.

### These areas include:

- Creativity
- Flexibility and adaptability
- Listening to ideas and views within the team and acting positively on those views and ideas
- Recognising an individuals' strengths and weakness and uses the team member's strengths to the benefit of the team
- Motivation – to improve their personal performance
- Taking the points learnt with the teamwork environment into the workplace
- Sense of achievement and fulfilment.

# YMP

# Facts and Figures

- 9** Years No Conference held (7 without a Chairperson - WWII)
- 5** Chairpersons in-situ more than 1 year
- 70** Individuals have held the position of Chairperson
- 82** Years old (1929-2011)
- 1<sup>st</sup>** Chairman - Eric Annandale
- 75<sup>th</sup>** Chairman - Mark Barlow

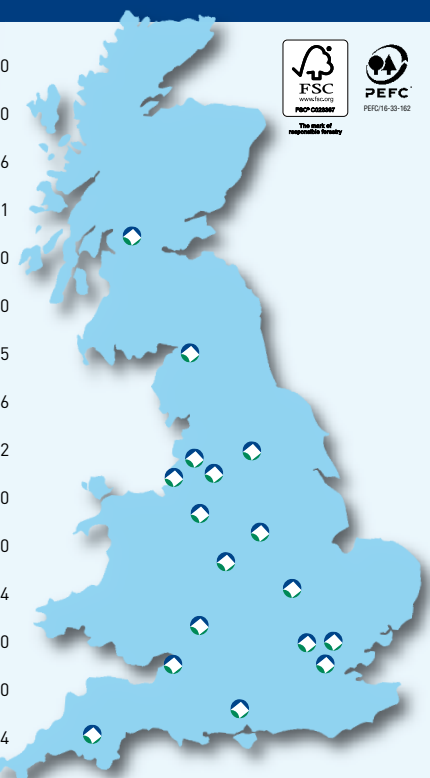
## CONFERENCE LOCATIONS

<ul style="list-style-type: none"> <li><b>9</b> Years Torquay</li> <li><b>6</b> Years Bournemouth and Buxton</li> <li><b>5</b> Years Peebles</li> <li><b>4</b> Years Blackpool, Harrogate, Llandudno and Scarborough</li> <li><b>3</b> Years Folkestone</li> <li><b>2</b> Years Cambridge, Saunton Sands, Southport and York</li> </ul>	<p><b>20</b> Locations held once:</p> <ul style="list-style-type: none"> <li>Edinburgh 1929-30</li> <li>Cliftonville 1935-36</li> <li>Leamington 1947-48</li> <li>Brighton 1954-55</li> <li>Hastings 1958-59</li> <li>Stratford upon Avon 1974-75</li> <li>Hythe 1984-85</li> <li>Grange-over-Sands 1988-89</li> <li>Newcastle, Co Down 1993-94</li> </ul>	<ul style="list-style-type: none"> <li>Ferndown 1994-95</li> <li>Grantham 1995-96</li> <li>Bristol 1997-98</li> <li>Eastbourne 1998-99</li> <li>Leeds 1999-00</li> <li>Redworth 2000-01</li> <li>Reading 2001-02</li> <li>Market Bosworth 2003-04</li> <li>Norwich 2004-05</li> <li>Enstone 2005-06</li> <li>Cardiff 2008-09</li> </ul>
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# Awards

## Previous Winners

### Collins Quaich

Presented to the YMP by James W.H. Collins - YMP National Chairman 1979-80. It is awarded by the National Chairman to an individual YMP who has made a major contribution to the YMP organisation during the year, or consistently over a number of years.

1987	Michael Angless
1988	David Mortimer
1989	Robert Hay
1990	Steve Dennis
1991	Stuart Dobbs
1992	Stephen Lee
1993	Bob Loach
1994	Paul O'Sullivan
1995	Timon Colegrove
1996	Robert Black
1997	Steve Ray
1998	Steve Greener
1999	Pippa Musgrove
2000	Michael Waterfall
2001	Andrew Denny
2002	Steve Young
2003	Andrew Tait
2004	Ann Drayton
2005	Tony Acton
2006	Daniel Lincoln
2007	Sammie Dell-Ashby
2008	Mark Barlow
2009	Peter Handcock

### Alden Management Challenge Bowl

Presented to the YMP by Robert O'Shea - YMP National Chairman 1981-82. It is awarded annually by the National Chairman to the regional YMP group that has shown the most endeavour in pursuing management development.

1987	Eastern Region
1988	South Eastern Region
1989	South Western Region
1990	North Western Region
1991	South Eastern Region
1992	North Eastern Region
1993	South Eastern Region
1994	Midland Region
1995	Eastern Region
1996	South Eastern Region
1997	South Eastern Region
1998	North Eastern Region
1999	North Eastern Region
2000	Eastern Region
2001	Eastern Region
2002	Eastern Region
2003	North Eastern Region
2004	Midland Region
2005	South Western Region
2006	Midland Region
2007	North West Region
2008	North West Region
2009	North West Region

### W & G Baird Award

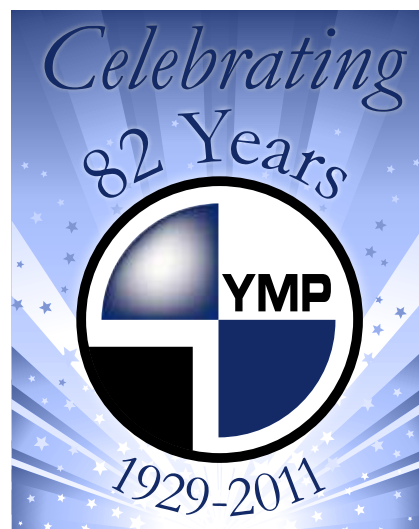
Presented to the YMP by Robert J. Black - YMP National Chairman 1993-94. It is awarded by the National Chairman to the regional YMP group who has enrolled the highest number of new members in the previous year.

1994	Eastern Region
1995	South Western Region
1996	South Eastern Region
1997	South Eastern Region
1998	South Eastern Region
1999	North Eastern Region
2000	Eastern Region
2001	South Eastern Region
2002	South Eastern Region
2003	Midland Region
2004	North Eastern Region
2005	Midland Region
2006	Eastern Region
2007	North West Region
2008	North West Region

### Past YMP National Chairman

1929-1930	Eric Annandale Edinburgh
1930-1931	Rolf Unwin Bournemouth
1931-1932	Edmund Arnold Llandudno
1932-1933	Edmund Arnold Scarborough
1933-1934	P J W Kilpatrick Torquay
1934-1935	J H C Hubner Blackpool
1935-1936	Maurice Brown Cliftonville
1936-1937	Jack Aspinall Torquay
1937-1938	Stuart Barrell Llandudno
1938-1939	Eric Annandale No conference
1946-1947	Alan Beaumont Harrogate
1947-1948	J W Forsaith Leamington
1948-1949	P J Wright Buxton
1949-1950	Henry D Davy Southport
1950-1951	M D Maclehole Bournemouth
1951-1952	S G G Clarke Blackpool
1952-1953	Laurence Viney Harrogate
1953-1954	A W Brown Buxton
1954-1955	J R Duncan Brighton
1955-1956	R Phillips Folkestone
1956-1957	W F Cairns Smith Peebles
1957-1958	Jack Baylis Torquay
1958-1959	M G R Unwin Hastings
1959-1960	Peter Stephenson Blackpool
1960-1961	J Michael Sheard Scarborough
1961-1962	Arthur Fosh Torquay
1962-1963	David Hale Harrogate
1963-1964	Michael Passmore Folkestone
1964-1965	Stephen Easton Peebles
1965-1966	David Wilmer Southport
1966-1967	Roy Bouch Torquay
1967-1968	John Robinson Buxton
1968-1969	Roderick Boyd Bournemouth
1969-1970	Anthony Fisher Torquay
1970-1971	Robert Beck Folkestone
1971-1972	Chris Hind Llandudno
1972-1973	Sir Colin Harrison Harrogate

1973-1974	Alexander Shand Bournemouth
1974-1975	Patrick Howitt Stratford upon Avon
1975-1976	Nicholas Hutton Peebles
1976-1977	Simon Tennont Cambridge
1977-1978	Nigel Wass Torquay
1978-1979	James Dawson Bournemouth
1979-1980	James Collins Peebles
1980-1981	Guthrie Pickering Torquay
1981-1982	Robert O'Shea Scarborough
1982-1983	Paul Taylor Saunton Sands
1983-1984	Richard Butler Cambridge
1984-1985	Nigel Passmore Hythe
1985-1986	Peter Moss Torquay
1986-1987	Alan Colley Scarborough
1987-1988	Robert Wilson Buxton
1988-1989	Stewart Mann Grange-over-Sands
1989-1990	Bob Loach Llandudno
1990-1991	Robert Hay Saunton Sands
1991-1992	Paul O'Sullivan Peebles
1992-1993	Graham Hooper York
1993-1994	Robert Black Newcastle, Co Down
1994-1995	Pippa Mustoe Ferndown
1995-1996	Tim Matcham Grantham
1996-1997	Michael Waterfall Buxton
1997-1998	Brian Jeff Bristol
1998-1999	Ian Short Eastbourne
1999-2000	Andrew Harrison Leeds
2000-2001	Helen Baker Redworth
2001-2002	Simon O'Connor Reading
2002-2003	Nick Turner York
2003-2004	Peter Handcock Market Bosworth
2004-2005	Andrew Denny Norwich
2005-2006	Andrew Denny Haythrop Park
2006-2007	Kevin Stallwood Bournemouth
2007-2008	Kevin Stallwood Buxton
2008-2009	Andrew Tait Cardiff
2009-2010	Andrew Tait No Conference
2010-2011	Mark Barlow Blackpool



# All Our Yeste Past Conferences...



# rdays

Were you there?



# All Our Yesterdays

Past Conferences...

Were you there?





# Chairman's Farewell

As I step down from the position of Chairman at the end of this conference, I would like to give my personal thanks to everyone that has been involved or connected to the YMP in the many years that I have been a member.

There have been so many varied events, from Regional to National, it is very difficult to select just one that stands out, they have all been special and unique and I have thoroughly enjoyed each and every one of them, without exception.

Along the way, I have made some true lifelong friends and met some excellent characters, and also some strange ones, who have all contributed to my own learning and personal development, some of which have truly inspired me.

There are far too many individuals to list and name, so I am not even going to try, for fear of missing just one special person out – so you all know who you are, words can not express my real appreciation. It has been my pleasure to have made your acquaintance.

Finally, to all our supporters, who have continued to help the YMP, without these organisations and individuals, these events would not happen, so a really BIG thank you!

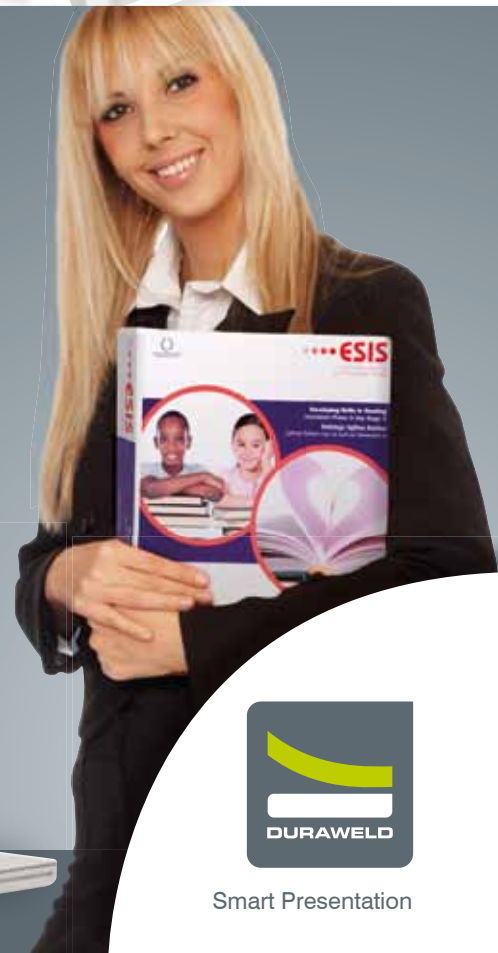
**Mark Barlow**  
YMP Chairman 2010/11



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# Blackpool YMP Conference 2011 BOOKING FORM

Delegate Name/s		Please supply billing address if different
Authority/Company		
Address		
Telephone		
Fax		
Email		

## Full Conference Package includes:

- Two nights accommodation Fri 25th & Sat 26th Feb 2011 at the Barceló Blackpool Imperial Hotel (Full Board)
- 'Marketing & Promotion' workshops and presentations
- Networking event meal and show, Blackpool, Friday 25th (Fancy Dress)

Single @ £250 / Twin @ £400	
No. of Singles	£
No. of Twins	£
<b>Total</b>	£

## Friday 25th February 2011 (To be completed for additional guest not booking Full members Package)

Accommodation	Room Type	Price per night	No.	Delegate Names	Total £
Barceló Blackpool Imperial Hotel	Single	£75 B & B			
	Twin/Double	£100 B & B			
Delegate Networking Event (Fancy Dress Evening) @ £50.00					
<b>TOTAL</b>					

## Saturday 26th February 2011 (To be completed for additional guest not booking Full members Package)

Accommodation	Room Type	Price per night	No.	Delegate Names	Total £
Barceló Blackpool Imperial Hotel	Single	£75 B & B			
	Twin/Double	£100 B & B			
<b>Event:</b> Formal Dinner @ £50.00 each					
Workshops Only - <b>Members @ £65</b>					
Workshops Only - <b>Non Members @ £75</b>					
<b>TOTAL</b>					

## Sunday 27th February 2011 (Guests can stay Sunday evening at a Special conference rate)

Accommodation	Room Type	Price per night	No.	Delegate Names	Total £
Barceló Blackpool Imperial Hotel	Single	£68.50 D, B & B			
	Twin/Double	£97 D, B & B			
<b>TOTAL</b>					

Will you be attending the AGM (**Members Only**) on Sunday 27th Feb 2011?

Yes  No

Free parking is available on site. All delegates staying at the hotel will need to give credit card details for any extras.

<p><b>PAYMENT METHOD</b></p> <p>Please return your completed booking form along with any payments, cheques made payable to BPIF and return to:</p> <p><b>BPIF Finance Department, 2 Villier's Court, Meriden Business Park, Copse Drive, Coventry, CV5 9RN</b></p> <p>Booking forms to be returned by <b>31st Dec 2010</b>, bookings received after this date will be subject to availability. All monies are non refundable. There will be no refunds for non attendance after communication.</p>
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Order No.		Cheque Enclosed	<input type="checkbox"/>
		Please Invoice Me	<input type="checkbox"/>
		If you would like to pay by BACS (please tick)	<input type="checkbox"/>
		Vegetarian	<input type="checkbox"/>
		Special Dietary requirements (please specify)	<input type="text"/>

Signed:

Date:

Thank you to our sponsors



## Getting to Barceló Blackpool Imperial Hotel

From Jct 32 of the M6 North and South, follow the M55 towards Blackpool. Leave the M55 at Jct 4 and follow the signs for the North Shore. Drive through the town centre until you reach the sea, turn right at the North Pier and you will find the hotel half-mile on the right hand side.

### N.B. IMPROVEMENTS TO BLACKPOOL PROMENADE & TRAMWAY

If you are approaching the hotel from the North, you will need to gain access via Dickson Road which runs parallel to the promenade. This diversion is due to the promenade being closed for major improvement works.

