



*'The opportunities and training that my KTP project has given me, have helped to accelerate my career. Over my two-year project I have been able to travel extensively and given high level marketing responsibilities.'*

## *A week in the life of...*

**Name:** Beverley Stables

**Location:** Falmouth

**Job Title:** Marketing and Communications Manager, Pendennis Shipyard Ltd

**KTP Aim:** To develop strategic competencies through the creation and implementation of an international marketing strategy for existing and new products

**Qualifications:** BA Hons degree in Marketing, Chartered Institute of Marketing: Post Grad Diploma in Marketing, NVQ level four in Management

### **Monday:**

*Met with the rest of the Sales and Marketing team to discuss week ahead. Lunch with design agency to discuss up coming Boat Show projects.*

### **Tuesday:**

*Began work on development for CRM database. Put together specification for proposed system and spent the afternoon contacting potential suppliers.*

### **Wednesday:**

*Met with Academic supervisors Plymouth University, for update on project progress. Brain stormed ideas for new website launch and reviewed proposed internet strategy.*

### **Thursday:**

*Spent the morning travelling to South of France to meet up with the Yacht for a photo shoot/press day. Spent the evening entertaining the crew at a local restaurant.*

### **Friday:**

*Early morning breakfast briefing with invited journalists, before heading to the Yacht for a day's sailing and photo shoot. Flew home in the evening.*

