



St Mary's  
University  
Twickenham  
London

**PATCH**

## St Mary's University Business Clinic Autumn Event Series 2024

Patch Twickenham

42 York Street  
Twickenham TW1 3LJ

In partnership with Patch, the St Mary's University Business Clinic is looking to build relationships with local organisations and academic experts within the Business School. The ultimate objective is that our business students will help run the clinics and sit in on the advice sessions, developing their business knowledge. This would ultimately lead to more practical assessments based on consultancy projects with local businesses thus enabling our students to graduate with the skills and expertise to hit the ground running as they start their business careers.

We are running a series of workshop sessions called **Connect and Grow** at Patch with a marketing and communication focus, to which we would like to invite members from Patch and other local businesses as well as faculty members and students.

The sessions will be followed by drinks and refreshments.

To register, please follow the link [here](#)

### Dates for your diaries:

24<sup>th</sup> October – The ultimate marketing strategy for your business: **Robin J. Birn**

21<sup>st</sup> November – Marketing through social media: **Celia Rizothanasi – Queen Bee of LinkedIn**

12<sup>th</sup> December – Theme and speaker to be announced

All sessions start at 4.30 pm at Patch.

For updates and information, please see:

<https://www.stmarys.ac.uk/business-law-and-society/law-clinic/business-clinic.aspx>



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## Robin J. Birn



An experienced marketing, market research and training professional, and author of several books on market research, customer insight and market services. Specialist skills include training, facilitating and coaching in business strategy, marketing planning campaign planning and developing propositions using consumer insight.

Robin has worked in the marketing services sector since 1976 consulting and training major global brands and SMEs to develop new skills in marketing and communications and intercultural competence.

Robin is a member of the Marketing Committee of The Archive of Market and Social Research, a Fellow of the Market Research Society, Life Fellow and Member of the Chartered Institute of Marketing, Member of the Chartered Institute of Public Relations and Freeman of the City of London. Robin is a British/American dual national.