

## **IIMP® partners Data Marketing 2014**

***International Institute of Marketing Professionals (IIMP®) is an Associate Partner of the Data Marketing 2014 Conference and Exhibition, on December in Toronto, Canada. Attendees have the opportunity to learn more about the International Accepted Marketing Standards (IAMS) developed by the IIMP® team.***

**Toronto, Canada — November 21, 2014** — The **International Institute of Marketing Professionals®** partners [Data Marketing Conference and Exhibition 2014](http://www.datamarketing.ca), introducing the International Accepted Marketing Standards (IAMS) for closer relations with marketing professionals. IIMP® participates for the second time in this event that gathers hundreds of professionals from around the world.

Ron Caughlin, Senior Vice President for Global Alliance at IIMP®, will represent IIMP® hosting the Internationally Accepted Marketing Standards (IAMS), which aims to implement best practices, policies and accountability and to establish integrity and ethical conduct in the marketing profession globally.

Data Marketing is a two-day event that gathers specialists from miscellaneous business areas around data and technology, on December 10<sup>th</sup> and 11<sup>th</sup>, in Toronto, Canada. More than 50 speakers will cover topics such as big data, analytics, and new technologies for marketers better understand consumer preferences, improve customer engagement, drive value and develop competitive advantages. The attendees have also networking opportunities and access to product demonstrations.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®,** stressed that “*this is a unique opportunity to share information on Internationally Accepted Marketing Standards (IAMS) in a event where professionals from different marketing areas gather to share experience and knowledge. The adoption of international standards will facilitate interactions and transactions with clients within B2B and/or B2C marketing environments. In today's data drive market, marketers need to make appropriate decisions to achieve better marketing results and established standards can guide them.*”

*The Data Marketing Conference and Exhibition takes place at Eaton Chelsea Hotel, on December 10<sup>th</sup> and 11<sup>th</sup>, in Toronto, Canada. For more information go to <http://www.datamarketing.ca>*

**About the [International Institute of Marketing Professionals \(IIMP®\)](#):**

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organization which develops and advocates international standards within the marketing field. IIMP® was formed in July 2009 and is a pioneer in its leadership and strategic approach towards developing the Internationally Accepted Marketing Standards™ based upon Generally Accepted Marketing Principles™ and Practices in the field of marketing. The development of Internationally Accepted Marketing Standards is led by the Internationally Accepted Marketing Standards™ (IAMST) Board which represents the G-20 countries; the IAMST Board members include senior academic leaders from reputable business schools and Chief Marketing Officers from major corporations across the G-20 countries. This diverse membership will undoubtedly bring a real synergy between the science and practice. The IAMST Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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