



## PRESS RELEASES

### **IIMP® Partners at the Data Marketing Conference in Toronto**

*International Institute of Marketing Professionals (IIMP®) is an Associate Partner of the Data Marketing 2013 Toronto Conference and Exhibition, which takes place on December 9<sup>th</sup> and 10<sup>th</sup>, in Toronto, Canada. It will be represented by the CMMP® (Certified Marketing Management Professional) at the exhibition, where attendees have access to information of its international certification program.*

**Toronto, Canada — November 21, 2013** — The **International Institute of Marketing Professionals®** is **associate partner** of the [Data Marketing 2013 Toronto Conference and Exhibition](#), two-day event that gathers specialists from diverse business areas around data and technology, on December 9<sup>th</sup> and 10<sup>th</sup>, in Toronto, Canada. The **Certified Marketing Management Professionals of Canada (CMMP® Canada)** will be representing IIMP® at the exhibition, where attendees have access to information on [IIMP® accreditation CMMP®](#).

The CMMP® Canada is an affiliate institute of the [IIMP®](#) with mandate that includes implementation of Internationally Accepted Marketing Standards, Marketing Designations and educational programs for the local marketing community members within Canada. CMMP® is a program designed for marketing professionals for those who demonstrate commitment to the marketing profession and to its ethical practice. The candidates accepted into the CMMP® designation program are trained in diverse areas, such as professional proficiencies, marketing management, marketing areas of specialization – geo-marketing, pharmaceutical marketing, retail marketing, service marketing, sustainability marketing, etc. – given them knowledge, skills and abilities required to practice marketing effectively in today's business arena.

For all this business areas is important to understand customers through data segmentation. This event enables marketing professionals to deliver communication outcomes by ensuring how to proceed with their data in the direction of their business goals. The participation of the IIMP® in the Data Marketing 2013 is, therefore, an opportunity to contact with marketing professionals interested in improve their knowledge and skills in a competitive global economy.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®**, stressed that *"this is a unique opportunity to be present at an event where marketing professionals can better understand massive amounts of data that their customers generate to deliver better customer service and communication. In today's data drive market, marketers need to make appropriate decisions through multiple data to reach their customers in an effective way to achieve better marketing results."*

**Mr. Amjad Shamim, VP Conferences and Awards of IIMP®,** said that "marketing is now the part of every individual's life. The business world has been moved from production to customization to personalization to co-creation where every member of the community is equally important to create unique experiences. This event, in collaboration with CMMP® Canada, is a platform to generate customers' data to co-create unique experiences both for marketers and the customers. This marvellous opportunity will certainly bring fertile results for marketers and customers in common and community in general."

**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 158 countries and Advisory Council of Marketing Practitioners (ACMP).

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