



Last year's winner is from the National University of Singapore. They were granted with CMMP Scholarship

IIMP[®] is at the Business International Case Competition, organized by the University of Belgrade, for the second year. The event gathers students from around the world. Caroline Berryman shares an article about sponsorships.

IIMP[®] at the Business International Case Competition in Belgrade for the second year

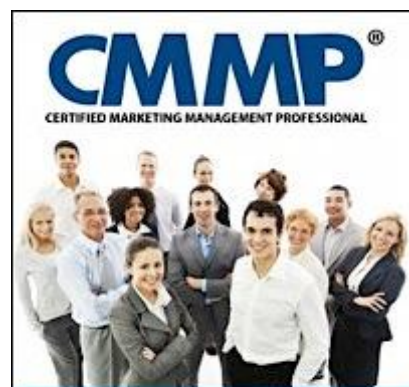
IIMP[®] partners BBICC 2015 for the second year

The IIMP[®] partners (BBICC 2015), the global undergraduate business case competition that will be held in Belgrade, Serbia, from March 24th to 29th by the University of Belgrade. [Read more page 3](#)

The Role of Sponsorships as part of the Marketing Plan

Sponsorships are growing as part of marketing and communication planning because they can help bring a brand personality to life, increase brand loyalty and advertising recall and showcase social responsibility. [Read more page 6](#)

Reading Suggestions: Books about the marketing world to keep you updated about the latest news and developments. Suggestions from Farhan Majeed, VP Marketing and Communications for Pakistan, IIMP Canada. [Read more pages 7](#)



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The accreditation CMMP[®] (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing. It recognizes the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP[®] demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organizations they represent and most importantly to the marketing profession itself.

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**Nisar Butt, MBA,
DBA Scholar
President and
CEO IIMP®
nbutt@theiimp.org**

Establishing Priorities for 2015

Dear Fellows,

The inauguration of 2015 commenced with setting our priorities for the year at the IIMP. Amongst other agenda, establishing a robust communication channel among team members will remain our priority in order to facilitate exchange of timely information required to achieve mutual goals.

The IIMP is all about empowering marketing community members and our key focus will remain on developing profound relations with educational institutions and connecting with marketing practitioners, faculties, researchers and students.

Currently, we are in a process of reviewing

some remarkable educational institutions for granting accreditation and other partnership opportunities. Simultaneously, we are building joint ventures with relevant conference organizers in order to achieve our objectives relevant to recognizing professionals by rewarding scholarships for continuing professional development through the Certified Marketing Management Professional designation (CMMP).

I am proud to share that our global team is an exemplary role model for other multi-national organizations and enterprises active internationally.

Presently, the IIMP is partnering with the Belgrade Business International Case Competition (BBICC) 2015, the global undergraduate business case competition that will be held in Belgrade, Serbia, in March 2015, hosted by the University of Belgrade. For the second year, the winning team will be awarded with a collegiate scholarship to

enter the Certified Marketing Management Professional program (CMMP®).

Competitions like BBICC, better prepares the future marketing professionals to overcome many of the obstacles that they will face in the real world. This partnership goes in that direction. IIMP® supports these types of initiatives and is in Belgrade with BBICC, encouraging top talent! The winners of this challenging competition will be awarded with a scholarship to enter the Certified Marketing Management Professional program (CMMP®), which is another sign of its role in distinguishing marketing professionals worldwide.

I am thankful to new volunteers and existing team members, advisors and authors for their continued support and commitment to improve our faculties for the marketing community members around the world.

All the best,
Nisar Butt, MBA, DBA Scholar
President and CEO IIMP®

Établissement des priorités pour 2015

Madame, Monsieur,

2015 a commencé par l'établissement des priorités à l'IIMP®. Entre autre sujet d'importance, il est vital d'établir un fort canal de communication entre tous les membres de l'équipe pour faciliter l'échange d'informations en temps opportun pour atteindre nos objectifs.

La mission clé de l'IIMP® est de renforcer la communauté des professionnels du marketing et ainsi notre objectif principal reste le développement des relations avec les institutions d'éducation, connexions avec les professionnels, facultés, chercheurs et étudiants en marketing.

Aujourd'hui, nous évaluons certaines demandes d'accréditation d'institutions d'éducation et autres opportunités de partenariat. Simultanément, nous établissons des

collaborations avec des prestigieux organisateurs de conférences afin d'atteindre nos objectifs de valorisation de professionnels avec des bourses de formation professionnelle CMMP.

Je suis fier de partager avec vous que notre équipe mondiale est un exemple pour d'autres organisations mondiales et entreprises actives globalement.

Actuellement, l'IIMP® est associée à Belgrade Business International Case Competition (BBICC) 2015, une compétition mondiale pour étudiants à l'Université de Belgrade, en Serbie, en Mars prochain.

Pour la deuxième année, l'équipe gagnante recevra une bourse pour entrer dans le programme CMMP®.

Une compétition comme celle du BBICC prépare les futurs professionnels à surmonter les obstacles auxquels ils seront confrontés dans le monde réel. Notre association va dans cette direction. L'IIMP®

soutien ce type d'initiative et est à Belgrade avec BBICC pour encourager les meilleurs talents! L'équipe qui gagnera cette compétition difficile sera récompensée par une bourse pour entrer dans le programme CMMP®, ce qui souligne encore son rôle pour distinguer les professionnels du marketing dans le monde entier.

Je suis reconnaissant aux nouveaux volontaires et à tous les membres de l'équipe, les conseillers et les auteurs pour leur soutien et engagement continues afin d'améliorer nos facultés pour tous les membres de la communauté mondiale de marketing.

Cordialement,
Nisar Butt, MBA, DBA Scholar

CMMP® Collegiate Scholarship for winners IIMP® partners with BBICC for the second year



Students around the world meet at Belgrade, Serbia, for one of the most competitive Case Competitions. The winning team will be granted with a CMMP® collegiate Scholarship.

The International Institute of Marketing Professionals (IIMP®) partners with [Belgrade in the Business International Case Competition 2015](#) (BBICC 2015), the global undergraduate business case competition that will be held in Belgrade, Serbia, from March 24th to 29th, hosted by the University of Belgrade. For the second year, the winning team will be awarded with a collegiate scholarship to enter the Certified Marketing Management Professional program (CMMP®).

This competition represents a unique opportunity for international business schools to participate in the first Southeastern Europe case study competition. Belgrade hosts 12 teams of undergraduate students from around the world that will compete to solve a real business case with innovative ideas. At last year's competition, the winning team was from the National

University of Singapore. Second place went to Queensland University of Technology (USA) and third place was shared between University of Porto (Portugal) and University of Belgrade (Serbia).

Nisar Butt, President and CEO of IIMP®, said: "Competitions like this allows marketing students to prepare for many of the obstacles that they will face in the real world. This partnership goes in that direction.

IIMP® supports these types of initiatives and is in Belgrade with BBICC, encouraging top talent! The winners of this challenging competition will be awarded with a scholarship to enter the Certified Marketing Management Professional program (CMMP®), which is another sign of its role in distinguishing marketing professionals worldwide."

The CMMP® designation is validation that a professional in the field of marketing has successfully demonstrated competency in the knowledge, skills and abilities required to practice marketing effectively in today's business arena.

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Candidates for the
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program are welcome to
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About BBICC 2015:

Belgrade Business International Case Competition 2015 (BBICC 2015) is a global undergraduate business case competition that will be held for the third time in Belgrade, the capital city of Serbia. As one of the top global business case competitions, BBICC provides a unique opportunity for international business schools.

This year the goal is to remain the crossroad of diverse cultures, to create a positive learning environment and to provide all the participants with valuable knowledge. Nevertheless, fair play and a high level of professionalism will be maintained.

We will bring 12 Universities from all over the world to solve a real business problem with innovative ideas and we will ensure that all participants receive relevant knowledge for their professional future. BBICC 2015 will take place during spring of 2015, from March 24th – 29th, 2015. Visit www.bbicc.org for more information

Alonso Terrones with CMMP® Designation



Alonso Terrones, CBCP, CMMP

Regional Business Continuity Coordinator (Latin America)

Aon plc

Mexico City Area, Mexico

"The CMMP handbook is an excellent resource with combined sources from outstanding authors and leaders in the Marketing industry. Each designation level allows you to keep track of your development and apply your knowledge. From a professional perspective, I am a Security Risk Management Consultant and receiving the CMMP designation gave me the recognition and the credibility of having a strong knowledge and understanding of my clients / audience and designing solutions and messages with outstanding accuracy. Applying marketing to the risk industry increases the awareness of having a prevention culture across the company.

My certification was well received by my company as a continuous focus on increasing the client value we deliver and the continuous focus on learning."

Alonso Terrones is a skilled Security Risk Management professional with experience in the Financial and Professional Services sector, focusing on the implementation of Business Continuity, Crisis Management, Disaster Recovery and Risk Management to increase organizational emergency preparedness and resilience. Alonso believes that integrity and quality of work while planning ahead and building long-term relationships based on respect and trust to be his core values.



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Sponsorships

The Role of Sponsorships as part of the Marketing Plan



Caroline Berryman, CMMMP

Supervisor, Marketing & Communications
Office of the Commissioner, Transportation Services
The Regional Municipality of York



Sponsorships are growing as part of marketing and communication planning because they can help bring a brand personality to life, increase purchase intent, influence behaviour, increase brand loyalty, reinforce or change an image, increase awareness and visibility, increase advertising recall and showcase social responsibility. They build product preference and a sustained relationship which translates into an increase in brand value.

Sponsorships provide a consumer-centric experience. It is the customer relationship that we are buying with sponsorships and the ability to create a sustained relationship which leads to increasing brand value. Social media can extend the life of a sponsorship. They also provide lots of possible measurements of success.

Sponsorship is relevant to many organizations where they don't have large media budgets and allows them to build relationships with stakeholders and align themselves with organizations that are relevant to them. For

others, it is a way to let their customers know that they are concerned about a particular issue and their organization has a commitment to that cause. An example of this type of sponsorship is the CIBC (Canadian Imperial Bank of Commerce) Run for the Cure, an annual event to help increase awareness and funds for breast cancer in Canada. Organizations become an event sponsor because it aligns with business objectives (e.g. the environment) and target audience. Sponsorship events allow the organization to reach a target audience directly and cost-effectively. Often there is an opportunity to engage with customers at the event by setting up a display and distributing coupons or other information. This is much more cost-effective than placing ads in newspapers and magazines. It also offers the ability for organizations to develop a database with willing participants who want to sign up for newsletters or other offers.

It is very common for sporting events to be sponsored and in Canada; it is primarily the banking industry that has cornered this market. An example of this is the BMO (Bank of Montreal)

supporting soccer across Canada. The actual stadiums where sporting or other events take place are often now sponsored and the organization's name is the actual venue name, such as the Air Canada Centre in Toronto, Ontario.

Sponsorships help increase the customer experience and it is this relationship that organizations are buying in an attempt to build product awareness and develop a sustained relationship with customers. It is important to look for ways to increase engagement such as using social media to extend the life of the sponsorship. There are some rules to follow when protecting an organization before entering into a sponsorship agreement including ensuring your brand is a good fit for the sponsorship, providing a meaningful experience for the customer and most importantly, an organization must monitor what customers are saying about them.

*Share your marketing knowledge with the marketing community
around the world!*

*Caroline Berryman a partagé son histoire avec toute la communauté du
marketing. Fait comme elle et partagez votre histoire!*

OGILVY ON "I hate rules" ADVERTISING

Ogilvy on Advertising

by David Ogilvy (Author)

This is the definitive guide to advertising from the most influential and successful adman of all time - David Ogilvy - who founded an agency which is now an international giant.

Reading list

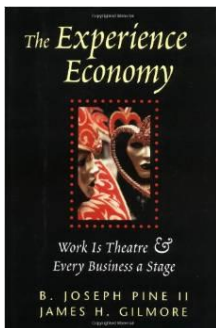
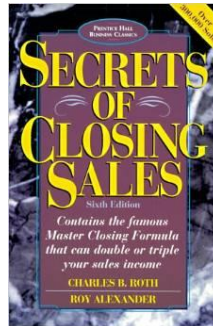
From Farhan Majeed

VP Marketing and
Communications for
Pakistan, IIMP
Canada



Secrets of Closing Sales

by Charles B. Roth and
Roy Alexander (Authors)



The Experience Economy: Work is Theatre & Every Business is Stage

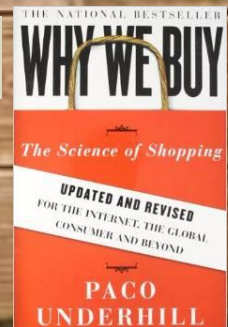
by B. Joseph Pine II and James H. Gilmore (Authors)

The curtain is about to rise, say Pine & Gilmore, on the Experience Economy, a new economic era in which every business is a stage, and companies must design memorable events for which they charge admission. With **The Experience Economy**, Pine & Gilmore explore how successful companies using goods as props and services as the stage, create experiences that engage customers in an inherently personal way.

Why We Buy: The Science of Shopping

by Paco Underhill (Author)

Revolutionary retail guru Paco Underhill is back with a completely revised edition of his classic, witty bestselling book on our ever-evolving consumer culture—full of fresh observations and important lessons from the cutting edge of retail such as Internet behemoths Amazon and iTunes as well as the globalization of retail in the world's emerging markets.



PRESENTING TO WIN

UPDATED AND EXPANDED EDITION

The Art of Telling Your Story

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Presenting to Win: The Art of Telling Your Story

by Jerry Weissman (Author)

In this fully updated edition, Jerry Weissman, the world's #1 presentation consultant, shows how to connect with even the toughest, most high-level audiences...and move them to action! He teaches presenters of all kinds how to dump those PowerPoint templates once and for all and tell compelling stories that focus on what's in it for the audience.

Weissman's techniques have proven themselves with billions of dollars on the line. Thousands of his elite clients have already mastered them.

AGENDA

Content Marketing Sydney
16 – 18 March 2015
Sheraton, Sydney, Australia

Intelligent Content Conference
23 – 25 March
Hyatt Regency Embarcadero, San Francisco, USA

BBICC 2015
24 -29 March 2015
Belgrade, Servia

13th Annual International Conference on Communication and Mass Media
11-14 May 2015
Athens, Greece



Viens faire part de notre équipe!

IIMP® cherche Relation Publique Régionale pour histoires locales, *case studies* et marketing professionnelles dans tout le monde. Viens faire part de cette équipe phénoménal pour tout le monde savoir plus sur le marketing en ton pays.



Join our team!

IIMP® is looking for **Regional Public Relations** professionals. IIMP® Public Relations team is looking for local stories, case studies and marketing professionals from around the world. Be part of this great team and let us discover more about marketing in your country.