



IIMP[®] and ETP signed agreement for Certified Study Centre in Toronto, Canada

Standing in front of the Queens Park, Toronto, Canada. Shahzad Ahmed, Director Elite Training Pros (right), Nisar Butt, President IIMP[®] (centre) and Rinay Chand, Director Elite Training Pros. (left).

IIMP[®] LAUNCHES

COMPLIMENTARY MEMBERSHIPS

IIMP[®] launches complimentary memberships

The IIMP[®] launches regular and student memberships, both as entry categories, in an effort to provide readily accessibility and networking opportunities to marketing professionals around the globe.

[Read more on page 2](#)

ETP becomes first IIMP[®] Certified Study Centre

The IIMP[®] appoints Elite Training Pros as IIMP[®] Certified Study Centre. Toronto, in Canada, has from now available the first study centre for preparation programs for CMMP[®] designations.

[Read more on page 3](#)

IIMP[®] partners Digital Youth Summit, in Pakistan

The IIMP[®] partnered the Digital Youth Summit (DYS), the first one of its kind technology expo and conference in Pakistan. This at the DYS makes it an element of the world's digital movement.

[Read more on page 4](#)

INTERNATIONAL JOURNAL OF **MARKETING** PRINCIPLES AND PRACTICES

- Leading and innovative information in the areas of marketing
- Intellectual thought combined with practical relevance
- Provides robust & cutting edge marketing theory & practice
- Vital tool for the benefit of marketers worldwide
- Latest research papers and articles
- Listed with EBSCO Servers

IIMP[®] launches regular and student complimentary memberships as entry level. An opportunity for, both professionals and students, enjoy an international marketing organization for global networking, increase knowledge and much more.

CMMP[®]
CERTIFIED MARKETING MANAGEMENT PROFESSIONAL



- The only globally recognized marketing designation
- Created by marketing professionals and academics from 192 countries
- Stay current with the changing practice of Marketing
- Expand your work opportunities globally
- Commit to your ongoing training and development in Marketing
- Register today for the CMMP[®] and get a special discount

The CMMP[®] designation is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing

CERTIFIED MARKETING MANAGEMENT PROFESSIONALS OF CANADA
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EDITORIAL TEAM:

Dr. Chuck M. Hermans
Senior Vice-President Global Marketing

Sandra Pedro
Senior Public Relations



Dear fellows,

The IIMP® membership team has recent launched two complimentary memberships categories these will provide the marketing students, academics and professionals with the opportunity to be part of a worldwide team that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. As a member, individuals will gain opportunities to build on leadership skills, thus giving them the competitive edge they need to succeed in today's market.

I high recommend all those are

either interested in, or engaged in, the practice, teaching, research, in the areas of marketing they qualify for a complimentary membership as a "Regular Member". Those who are students currently enrolled in marketing related diploma or degree programs, they should qualify for a complimentary membership as a "Student Member".

The IIMP® accreditation team is always very careful in selecting the appropriate educational institution in order to appoint them to support CMMP study. We are very pleased to have Elite Training Pros as IIMP® Certified Study Centre, following other in New Jersey, USA. Residents at Toronto have now the opportunity to have access to preparation programs that will give them the necessary skills to apply for CMMP® designation.

Elite Training Pros follows other international organizations in your quest to deliver international certification to marketing professionals and academics worldwide by IIMP®. We are opened to welcome other leading educational institutions around the world to join hands with IIMP in support of CMMP education.

In an effort to reach out to marketing

professionals through our participation in the renowned marketing related events and conferences, IIMP® has recent partnered with the Digital Youth Summit, in Pakistan. The digital world has changed consumers' behaviours and, consequently, marketing trends.

The IIMP has in place a dedicated awards and conferences team that is led by Amjad Shamim, Vice President. The team is highly proactive in connecting with matching events in order to reach out and appreciate marketing community.

I highly appreciate recent achievements of our team and welcome new country manager and other members aboard and expect them to play a proactive role in implementing the IIMP mandate.

All the best,

Nisar Butt, MBA, DBA Scholar

President and CEO IIMP®

nbutt@theiimp.org

CMMP® RECOGNITION



Testimonial:

Sandra Devillier
Sales Coordinator
CPI Crane Payment Innovations
Geneva, Switzerland



"The role of the International Institution of Marketing Professional (IIMP®) is to develop international marketing standards and provide as well an international certification known as Certified Marketing Management Professionals (CMMP®) for industry professionals.

A great thing about the CMMP certification programme is that it offers several levels of certification and above all is based on a handbook compiled by experienced marketing professionals from all over the world. It is thus illustrated with business practices from very different countries with diverse cultures and ways of conducting business. It is a fantastic asset."

Regular and student entry categories

IIMP® launches complimentary memberships



Marketing professionals and students can apply for Regular and Student IIMP® Complimentary Membership, a new entry level categories.

The International Institute of Marketing Professionals (IIMP®) launches regular and student memberships, both as entry categories, in an effort to provide readily accessibility and networking opportunities to marketing professionals around the globe. Students, academics and professionals are qualify to apply to these complimentary memberships and connect on a global network and share knowledge and practices.

Those who are interested in, or engaged in, the practice, teaching, research, in the areas of marketing can apply for **Regular Membership**. Additionally, those who have less than four years of professional experience in marketing may also qualify to apply to become the IIMP® Regular Member. The students currently enrolled in marketing related diploma or degree program at an accredited, or internationally

equivalent, college/university may qualify to apply for IIMP® **Student Membership**.

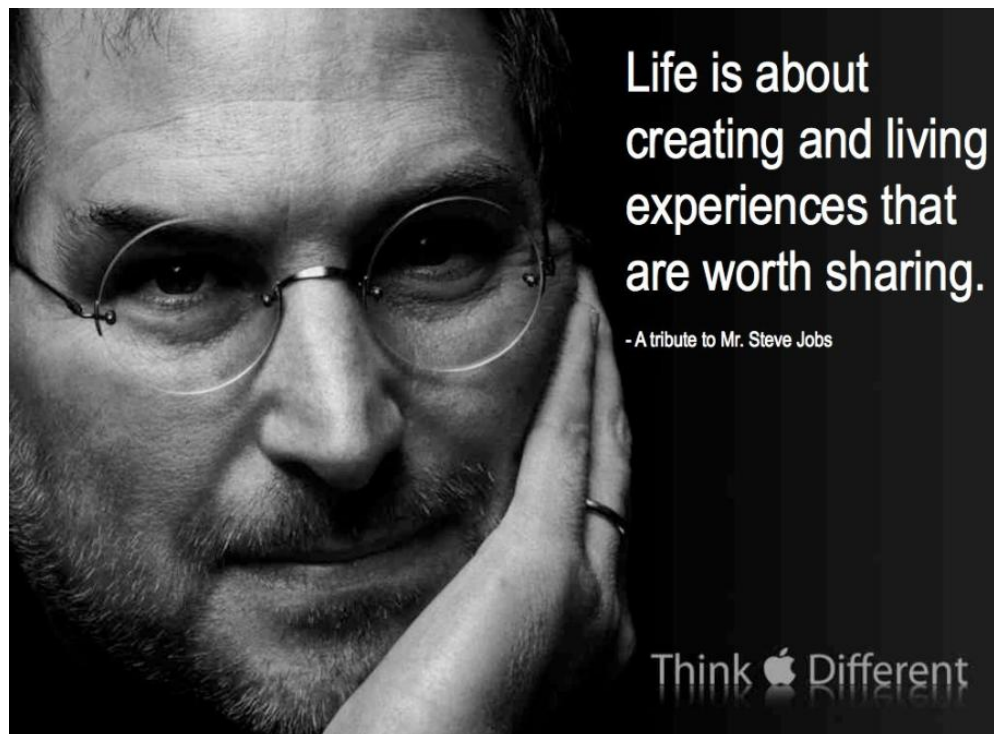
Both are annual memberships and its

members are entitle to benefits: discounted rates on events and educational programs, special discount on subscription to the International Journal of Marketing Principles and Practices (IJMPP) and to the Chronicle of Global Marketing Magazine, complimentary subscription to IIMP® Newsletter, exclusive access to online membership directory, access to the international marketing network, volunteering opportunities through IIMP global community, and much more.

Nisar Butt, President and CEO of IIMP®, stresses that: "students, professionals and academics have the opportunity be make part of a worldwide team that aims to provide valuable insight about the progressive marketing field and its contribution to the industry growth. As a member, individuals will gain opportunities to build on leadership skills, thus giving them the competitive edge they need to succeed in today's market."

Information about IIMP® Memberships at

<http://www.theiimp.org/member-benefits/>



Life is about
creating and living
experiences that
are worth sharing.

- A tribute to Mr. Steve Jobs

Think  Different

Elite Training Pros becomes first IIMP® Certified Study Centre in Canada

The International Institute of Marketing Professionals (IIMP®) appoints Elite Training Pros as IIMP® Certified Study Centre. The Greater Toronto Area has from now available the first study centre for preparation programs for Certified Marketing Management Professional (CMMP®) designations.

The available programs are for Associate and Manager CMMP® preparation, which will be available via class room training. The IIMP® accredited Associate CMMP® is a starter level certification designed to cater for the needs of professional development of those professionals belonging to the disciplines other than marketing. The IIMP® accredited Manager CMMP® is an intermediate level certification designed for marketing professionals who are very familiar with various concepts of the discipline of marketing. The candidates for both certification programs must meet specific academic and professional experience requirements, such as a complete diploma or graduate program in business or marketing.

Nisar Butt, President and CEO of IIMP®, said: "Residents at Toronto have now the opportunity to have access to preparation programs that will give them the necessary skills to apply for CMMP® designation. Elite Training Pros follows other international organizations in your quest to deliver international certification to marketing professionals and academics worldwide by IIMP®." Shahzad Ahmed, Director of Elite Training Pros, said: "Our focus will always be on delivering premium training to enrich CMMP® candidates to succeed in the final integrated exam to earn CMMP® designations and apply gained knowledge in the real world. It is a great privilege to affiliate with the International Institute of Marketing Professionals and become part of such a large global network."



Nisar Butt, President IIMP®, and Shahzad Ahmed, Director Elite Training Pros.

IIMP® Certified Study Centres have gone through an assessment program offered by the IIMP® and have achieved a status of an "IIMP® Certified Study Centre". These institutions are equipped to deliver training courses for completing the necessary topics of CMMP® designations in accordance to contents stated in the CMMP® handbook and prepare candidates to write final exam given by the IIMP®'s head office, in order to earn CMMP® designations.

Learn more about Elite Training Pros:
<http://www.elitetrainingpros.com>



IIMP® partners Digital Youth Summit in Pakistan



IIMP® at the Digital Youth Summit (DYS) Expo and Conference, in Pakistan, on May 21 and 22

The International Institute of Marketing Professionals (IIMP®) partners the Digital Youth Summit (DYS), the first one of its kind technology expo and conference in Pakistan, on May 21 and 22. The partnership of IIMP® at the DHS makes it an element of the world's digital movement.

The two-day summit, hosted by the Khyber Pakhtunkhwa (KPIITB), Peshawar 2.0 and The World Bank, brings the digital community together from across the country. The expo is open to the general public and aims to showcase startups and introduce the online work, freelancing. The conference is invite-only and includes panel discussions and sessions on freelancing, innovation and leading startups with speakers and panellists from Pakistan and abroad – Madeeha Hassan, cofounder of Savaree; Awab Alvi, senior fellow of TED; Ahman Khan, Head of Corporate Development at Acumen; Cecilla Paradi-Guilford, ICT

Innovation Specialist of the World Bank, among others.

Nisar Butt, President and CEO of IIMP®, said: *"IIMP® is a partner of the Digital Youth Summit, in Pakistan. The digital world has changed consumers' behaviours and, consequently, marketing trends. Marketers are still to understand all its potential. Innovation is a common value of both Peshawar 2.0 and IIMP® and this partnership aims to bring together entrepreneurs and marketers from this region in subjects such as big data, entrepreneurship and digital era."*

The world is witnessing an era of digital economy, which moves billions of dollars every year in capital operations. The DHS is one of many events organized every year to bring awareness on digital economy and knowledge about technology for future generations. IIMP® looks for innovation in marketing market and the participation on this event is part of its strategy to bring the lasted on digital marketing to its members.

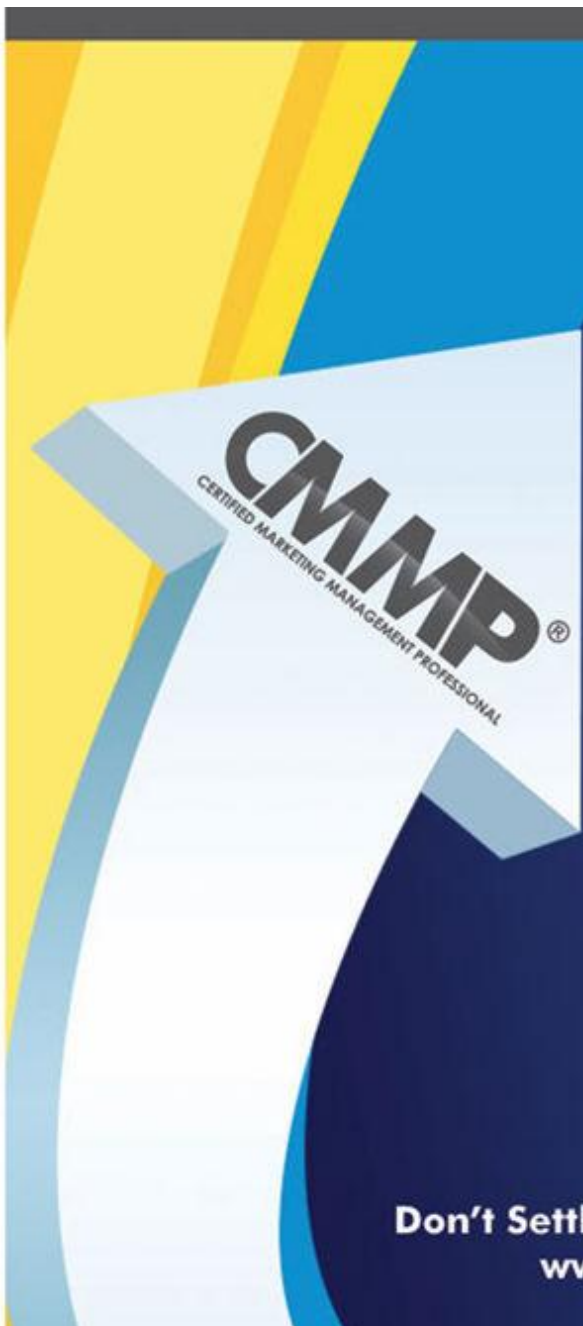
2
DAYS

28
SESSIONS

66
SPEAKERS

400
DELEGATES





INTEGRITY, KNOWLEDGE, EXCELLENCE AND PROFESSIONALISM

Are you looking for ways to expand your professional marketing expertise to a greater reach? What if your personal credentials opened up possibilities in other markets, is that something that would interest you?

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.

The CMMP® program is designed for industry professionals and is considered to be the mark of distinction for those who demonstrate commitment to the marketing profession and to its ethical practice. 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.

**Don't Settle for Less, Explore the Highest Standards:
www.theiimp.org/cmmp_designation**



PUBLIC RELATIONS VACANCIES

VOLUNTEER POSITION

The IIMP's HR team seeks the right candidates to take the role as a Regional Public Relations. The Regional PR will represent their countries and become a catalyst in connecting the IIMP to broader stream of professionals. The IIMP offers comprehensive career development opportunities.

Contact us to learn further: hr@theiimp.org

Why volunteering for IIMP®?

The Institute of Marketing Professionals (IIMP®) welcomes and recognizes the invaluable contributions from our volunteer members. Volunteers at IIMP® are the foundational building blocks that allow us to achieve our organizational goals. At IIMP®, volunteers are able to advance in personal development, build upon leadership skills and gain networking opportunities through community and Chapter involvement.



Jashanjeet-Singh-Dhaliwal

Country Manager for Singapore



Irosha-Ranawickrama-Silva

Country Manager for Oman

Mohammed Madokh

IIMP® Student Ambassador
Student at Saint Mary's University



Join your 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's us discover more about marketing in your country.

