



## PRESS RELEASES

### **IIMP® and CMMP® Canada will participate at the Training Expo to meet Professionals and Students**

**International Institute of Marketing Professionals (IIMP®) will be at the National Job Fair and Training Expo, represented by the Certified Marketing Management Professional (CMMP®), on April 2 and 3, in Toronto, Canada.**

**Toronto, Canada — March 03, 2014** — The International Institute of Marketing Professionals (IIMP®) will participate at the [National Job Fair and Training Expo](#), that will take place on April 2 and 3, in Toronto, Canada. It will be represented by the Certified Marketing Management Professional (CMMP®) Canada, with a booth space where marketing professionals and students can explore IIMP® and CMMP® designations.

The CMMP® of Canada is an affiliate Institute of the IIMP®, with mandate that includes implementation of Internationally Accepted Marketing Standards, marketing designations and educational programs for members within Canada. The CMMP® designation is the result of work conducted by marketing professionals and academics representing 192 countries. It is a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, stress that:** *"this is a great opportunity for IIMP® and CMMP® be closer to marketing professionals and students and given the opportunity to explore our designation program and other projects, which have been conducted by professionals and academics from around the world. Therefore, marketing professionals and students attending the fair are invited to visit our booth 126."*

The National Job Fair and Training Expo takes place at the Metro Toronto Convention Centre, on April 2 and 3, from 10am to 6pm. Attendees can visit IIMP® and CMMP® Canada both #1206.

Learn more about CMMP®: <http://www.theiimp.org/cmmp-designation/>

---

#### **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).

**About [CMMP® Designation](#):**

IIMP® accredited CMMP® (Certified Marketing Management Professional) is a globally-recognized and well respected measure of professional achievement and academic excellence in the practice of marketing. This program will recognize 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® designation consists the following four designations. A brief information about these four CMMP® designations is available here: Associate CMMP®, Manager CMMP®, Executive CMMP®, Chartered CMMP®.

---

**MEDIA RELATIONS CONTACTS:**

**Prof. Dr. Chuck Hermans, MBA, PhD (Marketing)**

Senior Vice President Marketing  
International Institute of Marketing Professionals (IIMP®)  
E-mail: [chuckhermans@missouristate.edu](mailto:chuckhermans@missouristate.edu)

**Sandra Pedro, MSc (Communication Science)**

Senior Public Relations Manager  
International Institute of Marketing Professionals (IIMP®)  
E-mail: [sandraigpedro@gmail.com](mailto:sandraigpedro@gmail.com)

**Mailing Address:**

Media Room  
International Institute of Marketing Professionals  
24-499 Ray Lawson Blvd., P.O. Box 185  
Brampton, L6Y 4E6, Ontario, Canada