INTERNATIONAL INSTITUTE OF MARKETING PROFESSIONALS

PRESS RELEASE

IIMP® partners Social Media Marketing (SMM) workshop in Karachi-Pakistan

The International Institute of Marketing Professionals (IIMP®) partners the Social Media Marketing workshop to be held on 29th June, in Karachi.

Toronto, Canada — June 18, 2014 — The International Institute of Marketing Professionals (IIMP®) signed an agreement letter for 'Collaborating Partner' for the Social Media Marketing (SMM) workshop, which will be held by AMI APEX, a globally recognized leader in IT training and certifications, on 29th June, in Karachi, Pakistan.

The workshop aims to increase knowledge and share practices with young marketing professionals about marketing trends, benchmarking, global practices, and much more. It gathers some of the best marketing professional from Pakistan.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, stresses that: *"IIMP® is very pleased for the opportunity to work with your esteemed organization as Collaborating Partner, through which we are also able to fulfil our mandate of promoting a range of globally recognized professional development products and services and events to the professionals locally in their respective countries."*

AMI Apex offers a variety of IT certifications under high profile IT professionals and experts all over Pakistan. It has successfully accomplished various training programs with multinational and local organizations, including Pakistan Government, US Aid, DAE, Sindh Parliament, Financial sector, law enforcement agencies, universities, education institution and many others.

For more information about the SMM workshop: http://www.amiapexedu.com/

About AMI APEX: http://www.amiapexedu.com/

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 **(IIMP®):** http://www.theiimp.org/

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