



Event marketing leadership in service industry

IIMP® partners with Gro Pro 20/20

The International Institute of Marketing Professionals (IIMP®) partners with Gro Pro 20/20 and event that gathers C-Suite Executives from sales and marketing leadership to discuss new market challenges and growth trends in today's business environment in service industry.

Toronto, Canada—December 21, 2015 — The International Institute of Marketing Professionals (IIMP®) partners with Gro Pro 20/20, gathering executive managers from diverse industries to discuss the evolving market conditions, growth trends and challenges in a rapidly changing business environment. The event takes place on 16th June, in New York City, United States of America.

The 2016 event themes include innovation-driving growth, navigating disruptive forces, technology, talent, competition, etc. Gro Pro 20/20 brings together senior executive leadership from law firms, financial institutions, accounting, management consulting and other professional services firms to discuss the myriad of trends and challenges disrupting these industries. This event offers a mix of panel sessions, case-studies, thought leader and roundtable discussions, and mock hypotheticals led by senior sales, marketing and business development executives.

This is an event reserved for professional services executives responsible for crafting, deploying, communicating and managing elements of their firms' annual growth strategy across various national and international professional services industries with responsibility for: marketing, business development, sales, strategy, talent management, recruitment, client engagement, customer experience, big data & analytics, social media, digital and market innovation.

Mr. Nisar Butt, President and CEO of IIMP®, stresses that: *"Gro Pro 20/20 offers the opportunity to meet with the leading minds shaping the future of the professional services industry. It is a great opportunity for exchanging experiences and networking. The goal of IIMP® is to strengthen their members' network and reputation among marketing professionals. Therefore, being part of events such as this one is imperative."*

Mr. Hassan Jaber, Chairperson Conference & Awards Committee of IIMP®, stated: "Having IIMP® at the Gro Pro 20/20 June 16th, 2016 reconfirms our interests to further add value to the executive discussions that potentially is shaping future industries, it's a great opportunity to connect with executives and establish networking links globally."

For registration and more information about the Gro Pro 20/20 visit <http://gropro2020.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 192 countries and Advisory Council of Marketing Practitioners (ACMP).

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