

IIMP® International Institute of Marketing Professionals

Press Release

International Institute of Marketing Professionals Launches New Socially Engaging Website for Global Academic & Marketing Professionals.

www.theiimp.org Unites Professionals Dedicated to Improving the Field of Marketing for Practitioners around the World.

Toronto, Canada—August 20, 2012—Empowering global marketing professionals and establishing unified marketing standards is the mission of the International Institute of Marketing Professionals. Today the IIMP® set the standard on keeping marketing professionals connected by launching their new, socially enabled website: www.theiimp.org. The enhanced site is the new home to a community of academic and global marketing professionals who come to connect and provide valuable insight about the progressive marketing field and its contribution to industry growth.

Enhancements made to the site include new social media channels that allow professionals to subscribe to the IIMP's updates and eNewsletters, share ideas and connect via Facebook, LinkedIn and Twitter. Moreover its user friendly design will make it easier for members to participate in the IIMP's Certified Marketing Management Professional (CMMMP®) designation and Marketing Recognition Awards programs which will be available to members later this year.

"Due to rapid changes in computer technology and the availability of multi-platforms for connectivity to the information highway, it has become absolutely crucial to stay abreast with latest technology, especially for an organization such as IIMP that relies heavily on virtual connectivity from all around the world. I highly appreciate the leadership of our Marketing and Communication committee whose members have taken this enormous initiative and devoted their time and efforts in redesigning and launching the IIMP's new website." said Nisar Butt, President and Chief Executive Officer of IIMP®.

The new website is one of the many advances the IIMP has achieved since it was established three years ago. Through the contribution of a well respected advisory network and dedication of volunteers from around the world, the organization has experienced unprecedented growth in a very short amount of time.

Dr. Chuck Hermans, PhD., SVP Marketing and Communication for the IIMP stated, *"The improvements made to the IIMP's website will allow us to better communicate with our constituencies. The IIMP's vast global network of marketers, both academic and practitioner, is expanding with over 156 countries represented in our network. While the IIMP offers a great opportunity for marketing professionals to connect from around the globe, such a network requires that we maintain the latest possible technologies to support that effort,"*

Marketing professionals interested in becoming a member and joining a community of global marketing practitioners are encouraged to register today by visiting: <http://www.theiimp.org>

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™ (IAMS) Board which represents the G-20 countries; the IAMS 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 IAMS Board works with the aid and cooperation of teams from International Advisory Council for the Marketing Profession (IACMP) which has representation from 156 countries and Advisory Council of Marketing Practitioners (ACMP).

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