



## IIMP<sup>®</sup> becomes a Global Partner with Gro Pro 20/20 in New York, United States

### MARKETING WORLD REVIEW

#### Call for Volunteers MWR Magazine

See details inside—P9

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The International Institute of Marketing Professionals (IIMP<sup>®</sup>) is partnering with Momentum & Catapult for Gro Pro 20/20, to take place on June 22, 2017 at the Offices of Kramer Levin Naftalis & Frankel in New York City, United States of America.

Gro Pro 20/20 is an event curated by the brilliance of two advisory boards: Chief Strategy & Business Development Officers and Chief Marketing Officers. Gro Pro 20/20 will provide social and learning venues for professional services' leaders to connect and help one

another navigate an increasingly complicated and ever-changing landscape to drive not only your company's success, but also professional and personal growth.

Both advisory boards have been tasked with providing guidance and counsel on the programming elements of the conference. Each member has and will continue to be selected based on their experience and unique perspective on the current and future state of the professional services sector.

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*Summer 2017 program registration final deadline: **May 15, 2017***

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# Sustainable Development Goals in business

*Editorial by Sandra Pedro, CMMP—Editor-in-Chief*



Sustainable Development Goals (SDGs) were agreed upon by world leaders from 193 countries in 2015. The 17 goals and 169 targets represent the universal framework aiming to tackle the most urgent social, economic and environmental challenges until 2030. These are worldwide goals and businesses have an important role to play in helping achieve these goals.

Businesses are the driving force for employment and economic growth, innovation and technology. The long term business success relies on SDGs.

Environmental and social challenges and risks are huge costs to local economies. Businesses aligned with SDGs are more marketable and they are able to improve their reputation and find new business opportunities through creativity and innovation to solve problems. It allows the creation of new jobs and better support communities where they operate. It builds trust with society, investors, customers, governments and other stakeholders.

Acknowledging what SDG stands for and what impact businesses can create by anticipating sustainability risks and challenges and appropriate pricing can lead to better decision making and market domination.

The cosmetic industry is a good example how businesses can adapt, explore new markets and increase revenues. Products that are natural, organic and not tested on animals only existed in niche markets. Today it is a global industry that will reach [25 billion dollars by 2025](#), according to a recent study.



Behavioural change by customers, especially from millennial females, pushing for environmentally friendly products and free of animal testing is helping lead to the creation of new brands and increased job growth. [Studies point out](#) that woman (35%) will be willing to spend more money on all-natural beauty products over the next years.

Attentive to this market trend, some of the green beauty and make-up brands were bought by cosmetic industry giants, such as Estée Lauder (Too Faced) or L'Oréal (Nyx). They kept the cruelty free and environmentally friendly culture and still refuse to enter into those markets where there is no restriction on animal testing, such as China, even if it means less profit. At least for now.

With consumers and brands advocating for more sustainable products, governments and market agents will eventually impose legal restrictions that will end animal testing in the cosmetic industry worldwide.

By integrating SDG in core businesses, it helps companies to increase competitiveness, resilience to risks and crises, generate more revenue, retain talent and experience more success and inclusion in the future. It's time to follow the good examples and take bold actions. Businesses must be part of the solution for a more prosperous and equal world.

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## IIMP® becomes a Global Partner with Gro Pro 20/20 in USA

Continues from page 1

### Topics to be addressed in 2017 Go Pro:

- Life's a Pitch: An Analytical Look at Why Clients Buy Professional Services.
- Procurement and Professional Services – Exploring the Changing Dynamics of an Evolving Buyer.
- AI, Automation, Technology and IT as a Solve for Streamlining and More Efficiently Delivering Client Service.
- Focus on the Client Journey: Client Experience as a Differentiator and Business Driver.
- Maintaining the Business You Have: Insights for Maximizing Your Human Capital to Best
- Operationalize Your Resources for Efficiency.
- What's New in Professional Services Digital Innovation?

**Mr. Nisar Butt, President and CEO of IIMP®, stresses:** "Go Pro 20/20 is a great marketing event which IIMP® is proud to be as global part-

ner. It's a opportunity for professionals from whole business sector find guidance an diverse subjects and challenges faced in daily basis."

Attendance at Gro Pro 20/20 is reserved for professional services executives responsible for crafting, deploying, communicating and managing elements of the annual growth strategy including management, information, sales, marketing, operations and talent.

For registration information please visit [www.gropro2020.com/registration/](http://www.gropro2020.com/registration/).

To learn more about the summit, please visit [www.gropro2020.com](http://www.gropro2020.com).

To learn more about how your organization can become an underwriter, please contact Ben Greenzweig at [Ben@Momentumevents.com](mailto:Ben@Momentumevents.com).

### About Momentum

Momentum's mission is to connect people through live experiences and foster the development of meaningful relationships for professional, political or social purposes. We bring together individuals with shared interests through the cultivation of valuable content from experts and provide the right environment for them to connect, share knowledge and learn.



### About Catapult

Catapult Growth Partners is a leading US-based consultancy focused on helping accounting, consulting, law and business services firm leaders accelerate profitable growth and increase equity to successfully sell or merge their firms. Over the past decade, Catapult has developed an outstanding track record of enabling firms to grow and position for exit by: developing strategy and assisting with practical execution; attracting critical talent to grow to the next phase; exploring feasibility of organic and acquisitive growth; and preparing businesses for liquidity events. Industry veteran Doug Johnson founded Catapult in 2004 after 25 of years holding leadership positions at Arthur Andersen and other top professional service firms developing and executing strategic growth plans.

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## How important is signage as a marketing tactic?

Caroline Berryman, CMMP



Marketing creates, satisfies and retains customers. It's about determining the value of your product or service and communicating that information to customers. Recently a colleague relayed her experience at a resort in northern Ontario. From negative signage throughout the hotel, to a welcome binder whose first message was about refraining from smoking pot in guest rooms, a negative impression was created in this customer's mind and the hotel missed the opportunity to communicate its value proposition. Is this really how the resort wanted to communicate with customers in one of their first points of contact?

Let's start with the welcome binder found in hotel rooms. This is a way to personally welcome guests, with a signed letter from the hotel manager, thanking guests for choosing the hotel and providing a point of contact for additional services or information. Inside the binder, general information is provided about the hotel amenities and services, as well as information about local area options. Starting with 'what not to do' and in this case, smoking pot, left an unexpected and rather unsettling message in this customer's mind. Many of the quality and service miscues a business communicates relate to language. Language needs to be gentle, kind and brand appropriate—without sounding like you are scolding customers. Establishing your brand positively from the first interaction to the last is an important tactic for creating a satisfied customer who will come back again.

What is it about signs? Why do so many businesses clutter their locations with signage? Signs should be short, informational, welcoming and clear; especially in resorts. Often signs are confusing or meant to stop or inhibit customers, which reduces the brand's image. Recently, I visited the iconic Fairmont Chateau Lake Louise hotel which



does not post signs in their hallways because they want their customers to interact with their employees. And they have plenty of staff ready to assist. They clearly understand the importance of the interaction between customers and staff. If it's critical for a business to have a message on a sign, try turning it into something positive. For example, a sign that says "Cell phone use prohibited" could be a much better sign if it said, "If you have to talk on your phone, please go outside for your call. Thank you." And don't create a sign with a negative message that ends with "we trust you will enjoy your stay." When the experience is positive, customers become promoters. The positive emotions customers receive when the brand experience is exceptional make them want to spread the news, AKA "word of mouth" advertising!

# MARKETING WORLD

## REVIEW

### Volunteers Needed for Editorial/Support Team

The IIMP team seeks volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

**Section editors for Market analysis, General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).**

If you interested in contributing , please write to: [hr@theiimp.org](mailto:hr@theiimp.org)



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# MARKETING WORLD

## REVIEW

## Call for Papers for MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for next issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The next issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission for next issue is June 15, 2017**. The review process will feature a maximum of two rounds and final decisions will be made before June 30, 2017. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to [magazine@theiimp.org](mailto:magazine@theiimp.org).

Dr. Asli Kuscu  
Editor-in-Chief  
MarketingWorld Review



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