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The International Institute of Marketing Professionals (IIMP[®]) announces that is joining the Certex International event that connects market needs and educational outputs across Middle East.

The CERTX 2018 is an event for professional certification and best practices. It covers two days with the purpose of bridging the gap between educational outputs and

job market needs and requirements across the Middle East.

Attendees have available six masterclasses, conference, exhibition and 30 workshops to help graduates, job seekers and those who wish to up-skill through training and certification as an opportunity to expand their employment opportunities and future prospects. HR managers will explore methods for

L&D progress through professional certification in education transformation to develop human capital and to achieve successful change management strategies.

Mr. Nisar Butt, President and CEO of IIMP[®], stresses: *"This is a great event that is looking to meet job market needs through up-skill training and certification."*

For further info visit: www.certx.me

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*Summer 2018 program registration early deadline: **March 15, 2018***

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Business as a Force for Positive Change

Editorial by Sandra Pedro, CMMP



Millennials see businesses as a force for positive impacts on society. This optimistic vision of business behaviour has continued since 2013, when Deloitte first asked them about the impact business has on wider society.

This generation is an active citizen in social and environmental causes and highly connected on social media, which makes them a strong business advocate when engaging and communicating causes.

According to [Deloitte's report](#), 62 per cent of surveyed millennials believe business leaders are committed to having a positive societal impact, and 65 per cent agree that businesses behave in an ethical manner.

However, this optimistic vision of businesses as a force for positive change is lower in mature markets (51 per cent) than in emerging markets (73 per cent), where business leaders are more focused on business agendas and fail to demonstrate their commitment to societal impacts.

Large enterprises still have a long way to go

When we consider the actual impact of large enterprises on wider society,

the perception of their real impact and their capability for a positive change reveals a gap.

The survey conducted by Deloitte reveals that 59 per cent of respondents believe large companies had a positive impact on issues concerning them: economic and social progress, inequality, corruption, conflict resolution, etc. Yet, 74 per cent believe that such organizations have the potential for greater impact. For them, local organizations and smaller enterprises have an increased role to play in *Doing Good*.

Sense of empowerment when involving employees

The commitment of millennials with sustainable development causes, such as peace, environmental protection, health, education, mobility, conflict resolution, etc., goes beyond their individual involvement.

Those companies involved in *Doing Good* create a sense of empowerment in their employees as they have a feeling that their jobs are meaningful or that they can make a difference and have a positive change. This creates greater loyalty from their employees and, there-

fore, businesses performance results in increased motivation, collaboration and productivity.

Businesses with a genuine sense of purpose tend to demonstrate long-term growth and talent retention. Millennials tend to look for meaningful jobs as they feel accountable, impactful and influential on their peers, leaders, customers and suppliers, especially in local causes that have immediate and local actions. They are active in social media (40 per cent) about social issues and in volunteering (30 per cent), support local organizations or donate regularly (30 per cent) and raise money by sponsorships and other fund raising actions (23 per cent).

It is important for businesses to acknowledge that it is in workplaces that millennials feel most influential and, in turn, accountable, in order to build its corporate culture. The sense of purpose builds a more engaged workforce and, ultimately, greater client satisfaction.

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2018 Marketing Trends

Caroline Berryman, CMMP



Now into our second month of the new year, it's time to start looking at what new marketing trends we can expect this year. Artificial intelligence is going to lead to more unique marketing programs and since most consumers have smartphones, it will influence strategies for 2018 and beyond. New consumer behaviors and expectations will also play a role in how marketers connect and engage with today's consumers.

For the last two years, brands and ad agencies have been implementing machine learning to help process data and handle some of the mundane tasks so that their staff can focus on creative work. Some insiders even predict a future of "Zero UI", where 'screens are used less and elements of the smartphone are absorbed into devices embedded everywhere that read our movements, glances, voice and even our thoughts,' according to Fjord designer Andy Goodman.

Technology is definitely affecting retail and online shopping and it will continue to grow in 2018. E-commerce is no longer a new concept for businesses to explore. Today's businesses must incorporate e-commerce in order to compete. A good example of this is Real Cana-

dian Superstore by Loblaw's which now offers online grocery shopping to compete with Gateway Grocery.

Television is finally using data and technology to help increase its market share. It's called Smart Advertising and it can count viewers instead of households and connect businesses to their behaviours. Personalization is increasing too and the individuals in the household who are watching television will be the next big wave of personalization in media.

In 2017, YouTube introduced six-second ads and during last month's Super Bowl event, PepsiCo went retro with six-second spot called 'This is Pepsi', featuring Cindy Crawford from Super Bowl 199. NBC opted against airing six-second ads in the Super Bowl, but the network is now rolling them out for the first time during the Winter Olympics. NBC Sports has partnered with Toyota and will be airing six-second spots during NBC's Olympics coverage. Understanding the subject matter, medium and production tools is the key to creating an effective spot. With the cost of ads, especially during Super Bowl, rising, it's a creative strategy that only the creativity of marketers

could tackle.

And finally, as the industry continues to move toward a more customer-centric business approach, advertising, too, will evolve. Marketers will need to create advertising content that is more entertaining and ensure it reaches the right people in the right context. This may seem like common sense, but it has become so much more complicated with the variety of platforms now available. There were some great examples of this in 2017 with L.L. Bean that placed an ad in The New York Times that was invisible unless viewed in the sunlight. Its goal was to get people outdoors and so the ad was made with photochromic ink, which is colourless indoors but turns different colours when exposed to ultraviolet light. British retailer Topshop turned its store windows into an interactive pool scene with a water slide that customers could take a virtual ride on. And to make the run really fun, customers were exposed to all kinds of brand surprises along the virtual ride.

Personally, I can't wait to see how these trends unfold this year and what new marketing trends are on the horizon.

Welcome to Amir Elrefaei—CMMP designation holder



Amir Elrefaei, CMMP
Riyadh, Saudi Arabia

"It was such a great challenge for me studying the marketing theories and concepts since I came from Information Technology background. I didn't know how to start and how to merge the 2 worlds together (Technology alongside with Marketing) until I joined IIMP community, in which I got qualified to start the program and start observing the marketing concepts with great following up from the supervisor. I'm feeling proud joining this tremendous experience of IIMP program and successfully achieving "Upper High Distinction" in Associate CMMP."

Amir is a Certified Marketing Management Professional Consultant coming from a Technical Background as he used to be a JAVA Programmer before joining the business world, afterwards Amir shifted into consultation field to help Enterprises Implement All in One integrated solution to efficiently guarantee augmented profits through controlling the business processes integration between various sectors such as Purchasing, Marketing, Finance, sales, and Distribution, using the most leading ERP system worldwide - SAP.

Amir is utilizing his teaching capabilities and consultation passion into the marketing world to help to simplify the marketing techniques and methodologies into an easy to understand concepts that can be consumed efficiently by newbies.

Amir is the author of an Online Successful Funnels Course published on Udemy platform, targeted to Arabic Speaking Audiences, in the course Amir explains how to increase profits by building sales funnels based on technology and psychology of consumers.

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