



## CAC with 7 new sub-committees IIMP® calls volunteers for Conference & Awards Committee

**Toronto, Canada — November 30, 2015** — The International Institute of Marketing Professionals (IIMP®) call for volunteers to join the Conference & Awards Committee (CAC) and its seven new sub-committees: global awareness, conference partnerships, events, competitions and awards' organization. Which team will be headed by a co-chair and manage it's own dedicated team to achieve its mandate.

The CAC mandate includes creating awareness of IIMP and appreciating marketing global community through organizing "IIMP Marketing World Congress", participating in major marketing conferences and establishing extensive award programs in order to value accomplishments of the marketing students, practitioners and academicians globally. The seven new sub-committees and their objectives are divided as follows:

### 1- IIMP Global Awareness:

- Build on the increased global, regional and local awareness and understanding of IIMP's mission and vision and drive attitude and new marketing standards in the business world.
- Work and engage with staff and volunteers at all levels to deliver cross – organizational social marketing campaigns.
- Develop and manage the Global Awareness Team and ensure their work is delivered on time and as per the IIMP's conference and awards committee standards
- Design, deliver and evaluate social marketing campaigns, and provide oversight on the Society's plans to improve global image and awareness
- Lead the development of communications program to engage key audiences in work to make local communities more IIMP's cause driven

### 2 - Conference Partnerships:

- Plan and facilitate structure and content of all conference planning meetings.
- Work with conference and awards committee chair and IIMP management team to refine and implement conferences vision and goals. Develop and implement conference schedule and various conference plans
- Identify conference issues & gaps with immediate or long term impact on IIMP's vision and plan, implement and control resolution tactics.
- Manage all committee volunteers and professional management associated with the conference. Also, determine and communicate management structure for the conference.
- Support in recruiting appropriate volunteers for all conference committee positions.
- Participate in pre-conference, on-site and post-conference preps and roll out plans.

### **3 - Annual Congress:**

- Setup, plan and support in reviewing IIMP Global Annual congress
- Plan budget for organizing the annual congress.
- Plan and drive revenues through appropriate streams to fulfill required budget
- Oversee IIMP Global Annual congress event mechanisms, communications, marketing administration, timelines, speakers, attendees
- Work with various co-chairs within the conference and awards committee in driving event success and planning stipulated framework
- Develop a process map for meetings and conventions
- Maintain a series of communications designed to be distributed to all stakeholders at routine status meetings
- Completing and publishing a debrief report for meetings and congresses to include evaluation scores from attendees, stakeholders and co-chairs
- Publish the yearly Global Congress calendar.

### **4 - Virtual Conference:**

- Responsible for identifying, planning and executing a variety of virtual event-based programs including project managing event related print and design deliverables
- Plan budget for organizing the case competition.
- Plan and drive revenues through appropriate streams to fulfill required budget
- Define event goals, strategies, measurement criteria and drive planning meetings with conference and awards team and IIMP management team and other virtual teams
- Identify other marketing opportunities around events beyond exhibition space including speaking opportunities and lead generation activities
- Advise and recommend global and local conference listings that strategically align, discuss and present ideas, plans and statistical studies that meet with IIMP's strategic vision and goals.

### **5 - Research Paper Competition:**

- Plan budget for organizing the Research Paper Competition.
- Plan and drive revenues through appropriate streams to fulfill required budget
- Manage and co-ordinate the organization and delivery of a competition program in liaison with IIMP competition framework.
- Develop new / existing framework and lead the implementation of the competition frameworks by working closely with co-chairs and/or partners in the overall implementation program
- Adopt out of the box collaborative and participative models that create internal and external need for research papers and accommodate these research papers in accordance.
- Manage all committee volunteers and professional management associated with the conference. Also, determine and communicate management structure for the conference

### **6 - Case Competition:**

- Participate and represent IIMP in internal and external case competitions set by the conference and awards committee chair and IIMP management team.
- Plan budget for organizing the case competition(s).
- Plan and drive revenues through appropriate streams to fulfill required budget
- Promote Internal and external competitions that drive IIMP's strategic vision and act as a liaison competition organizers and CMMP program managers.
- Setup and build case completion collaterals, guidelines and rules (team composition, case analysis, resources, presentations, etc..)
- Assess feasibility and carry on planning activities for IIMP's or any case competition set by conference and awards committee and IIMP management team.
- Manage all sub-committee volunteers and professional management associated with the conference / case competition.

## 7 - Awards for Practitioners:

- Ensure efficient and effective management of awards to marketing practitioners.
- Plan budget for organizing the event and required awards.
- Plan and drive revenues through appropriate streams to fulfill required budget
- Maintain regular contact with global partner awards reps to exchange information on status of awards
- Facilitate negotiation of sub-awards agreements between IIMP member organizations and partners in accordance with the IIMP's principles and frameworks
- Review all award agreements for IIMP management and brief conference and awards committee on potential areas of risk
- Maintain and regularly review, upload documents and update Award Management System

**Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, stress that:** *“CAC team members advised IIMP® to create sub-committees in order to easier achieve its objectives, divided in different areas. IIMP® welcomes students and professionals of marketing and related areas to join our sub-committees, including co-chair them. This is an opportunity to work in an international environment and add value to marketing profession.”*

**Mr. Hassan Jaber, Chair of CAC, add that:** *“We have chosen a holistic approach in driving potential progress within conference and awards committee. All volunteers that would join our teams have an opportunity to work in fast-paced and international environment and make full use of their skills. We welcome all those who are interested in contributing for the increasing value of marketing profession worldwide.”*

If you are interested in work in one of those sub-committee write an e-mail to [hr@theiimp.org](mailto:hr@theiimp.org) indicating which sub-committee do you want join and why.

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### **About the International Institute of Marketing Professionals (IIMP®):**

International Institute of Marketing Professionals (IIMP®) is an independent not-for-profit professional organisation, 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). Website: [www.theiimp.org](http://www.theiimp.org)

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