

PRESS RELEASE



IIMP® partners Data Marketing 2015

International Institute of Marketing Professionals (IIMP®) partners Data Marketing 2014 Conference and Exhibition, in Toronto, Canada. This year, attendees have the opportunity to learn more about CMMP® designation program.

Toronto, Canada — November 05, 2015 — The **International Institute of Marketing Professionals®** partners [Data Marketing Conference and Exhibition 2015](#), introducing the Certified Marketing Management Professionals (CMMP®) designation program to hundreds of professionals from around the world that attend this event to listen industry leaders.

CMMP® Certification (Certified Marketing Management Professional) is a valuable asset to practitioners, clients and organizations. CMMP® designation holders will be able to gain a competitive edge in the marketing industry by achieving a high level of competence that can be demonstrated on a professional level. The professional designation will provide marketing practitioners with the specialized knowledge, confidence and credibility needed to get ahead and take charge of their careers.

Data Marketing is a two-day event that gathers specialists from miscellaneous business areas around data and technology, from November 18th to 20th, in Toronto, Canada. More than 50 speakers will cover topics such as big data, analytics, and new technologies for marketers better understand consumer preferences, improve customer engagement, drive value and develop competitive advantages. The attendees have also networking opportunities and access to product demonstrations.

Mr. Nisar Butt, President and Chief Executive Officer of IIMP®, said that "IIMP® partners Data Marketing since the first event. Its being three years of valuable partnership for promoting our work to development marketing profession and disclose world industry knowledge. Today, knowledge share is crucial for business success. IIMP® presents, this year, the CMMP® program to help marketers to evolve their careers. The company with professionals certified with CMMP® designation is certain to have the best in terms of knowledge and professional ethics".

The Data Marketing Conference and Exhibition takes place at Westin Harbour Castel Hotel, on November 18th to 20th, in Toronto, Canada, For more information go to <http://www.datamarketing.ca>

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 158 countries and Advisory Council of Marketing Practitioners (ACMP).

About CMMP® Designation:

IIMP® accreditation CMMP® (Certified Marketing Management Professional) is a globally-recognised and well respected measure of professional and academic excellence in the practice of marketing. This programme will recognise the perseverance, dedication and competence of successful marketing professionals all around the world. Those who earn the CMMP® demonstrate a deep, yet broad knowledge of marketing. It denotes high professional, educational and ethical standards in marketing and is valuable to those practitioners who earn it, to the clients and organisations they represent and most importantly to the marketing profession itself. Learn more about CMMP.

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