

Press Release

International Institute of Marketing Professionals Introduces New Committee and Award Series to Reward Excellence in Marketing Practices and Theories around the World

Toronto, Canada — 11 June 2012 – The officials at the International Institute of Marketing Professionals (IIMP[®]) announced today they have added a course of action that will further promote one of their crucial goals dedicated to encouraging and recognizing excellence in marketing practice and theory around the world. The new course of action includes the addition of:

1. A dedicated team; Conferences and Awards Committee;
2. An extensive series of awards for marketing practitioners, academicians and students;

The Conferences and Awards Committee at IIMP[®] has been formed with a mandate for planning, organizing and collaborating partnerships with organizations around the world in order to participate in the congresses, evaluate papers and present awards to the deserving candidates within the marketing discipline.

The award series includes marketing awards in various categories to be offered at the country and international levels in order to appreciate outstanding achievements of the marketing community members. In order to view full award series: www.theiimp.org/awards.htm.

IIMP[®] launched this initiative to help professionals and organizations act more efficiently in terms of marketing the practices around the world, thus contributing to meeting the needs of clients and development organizations.

Mr. Amjad Shamim, Vice President Conferences and Awards at IIMP®, said:

“I strongly believe that recognition of the efforts of those who performed well in the discipline should be on the priority for better motivation. Our team at Conferences and Awards Committee is dedicated to achieve IIMP's objective of recognizing and appreciating outstanding skills of marketing community members around the globe. We welcome all individuals, organizations, business schools, and professional bodies to come and join hand with us for the better development of global marketing principles and practices for 21st century onward.”

The Conferences and Awards team welcomes partnering invitations related to IIMP's participation in the marketing related congresses in order to encourage marketing community around the world:

www.theiimp.org/partnering.htm IIMP® is currently looking for volunteers to join Conferences and Awards team. Individuals interested in joining the esteemed teams should complete a volunteer application online at: <http://www.theiimp.org/volunteerjoin.htm>

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

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