

# How can I STAND out in marketing?



# Why join?

“

In the current climate CIM membership is absolutely essential.

Scott McKellar, ACIM  
Marketing Communications Manager

”

## Make the most of your potential

Joining us highlights to the world your commitment to the industry – a commitment to gaining the highest levels of knowledge and competence; to keeping yourself and your organisation consistently one step ahead and to make the most of your own potential.

Our membership grades allow you to continually demonstrate the level of knowledge and experience gained throughout your career, giving you the recognition and credibility to help you succeed.

## All our members enjoy:

### More Knowledge:

Exclusive industry intelligence and the opportunity to share knowledge.

### More Connections:

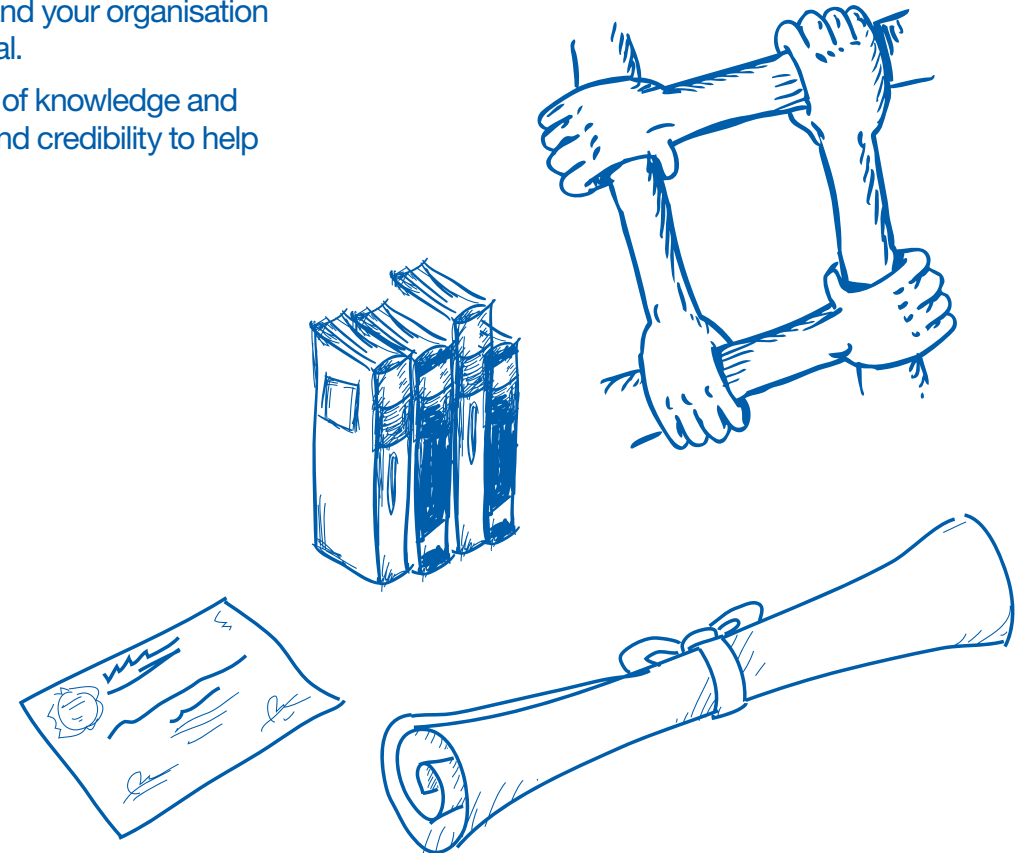
Networks, insights and events with a cross-section of marketers.

### More Development:

Practical advice and support throughout your career.

### Join now

Simply visit [www.cim.co.uk/join](http://www.cim.co.uk/join) to join online today



# knowledge

## A wealth of marketing resources at your fingertips

In such a fast-moving profession, it pays to keep up to date. Yet, with so many inputs available, where do you start?

### Keeping you informed

*The Marketer*, our regular publication, brings you in-depth features, inspiring comment, interviews and reports.

In addition, the weekly **Cutting Edge** e-bulletin provides immediate, up to date news.

You'll also have access to **CIM Direct**, our marketing bookshop offering both classic and leading edge marketing resources.

### The information you need when you want it

By using our **desk research** facility or experienced researchers, you can review vital information, including remuneration levels, company profiles and the latest trend forecasts. Alternatively, go online to gain access to our vast information archive.

# connections

## Synergy through interaction

Connect with other professional marketers from around the world and draw on their knowledge, experience and contacts. Our regular events, conferences and forums give you the opportunity to network with your peers and strengthen your ties with the industry as a whole.

### Many opportunities to gain knowledge and exchange ideas

Our extensive calendar of events covers relevant talks and briefings by key industry figures. At a regional level enjoy local conferences, masterclasses and workshops and become part of a dynamic network of like minded marketing professionals. We also hold prestigious National events such as the Marketing Excellence Awards, Annual National Conference and breakfast briefings.

### Expand your network

We offer a range of sector-specific interest groups. Join up to three free of charge and you could gain valuable support, insight and knowledge from other marketers in your particular sector.



# development

## Providing the tools for you to succeed

We support you at every stage of your career, whether you're a recent graduate or have already earned your place in the boardroom.

By taking full advantage of our range of services, including training, career support and immediate access to exciting career opportunities, you'll be best placed to take control of your future.

### A full support package to help you move forward

We provide a wide range of **highly acclaimed courses** covering all aspects of business, sales and marketing that will help you develop a wider understanding of the industry.

Also our framework for managing your **continuing professional development (CPD)** ensures that your knowledge and skills are kept up to date and help you ultimately achieve the coveted **Chartered Marketer** status. Registration is free and the programme is exclusive to members. As you progress designatory letters are awarded based on a combination of experience and qualifications that reflect your increasing professionalism.

Find the perfect job via our **vacancies service**, make informed choices with our factfiles or simply take advantage of a **CV review**. Should you need it we also offer a **free legal helpline** providing information on business and personal issues. Plus we can provide **discounts on Professional Indemnity Insurance**.



Chartered CPD Programme

# join us today

## There's no time like the present, so apply for membership now.

On receiving your application we will send you all the information you need to start making the most of being part of our community.

Simply visit [www.cim.co.uk/join](http://www.cim.co.uk/join) to join online today or complete and return the enclosed application form.

Alternatively our helpful membership team are available if you'd like to discuss your needs further. Please call **+44 (0)1628 427120** or e-mail [membershipinfo@cim.co.uk](mailto:membershipinfo@cim.co.uk)



**SAVE!**

Receive a discount  
when you pay by  
annual Direct Debit

