

MARCH 2023

# The IMM Quarterly.

KEEPING YOU RELEVANT, CONNECTED AND INFORMED



## Welcome to our new Corporate Associates



Edelman Africa is a leading Pan-African communications consultancy that partners with businesses and organisations to evolve, promote and protect their brands and reputations. With more than 25 years of experience on the continent, Edelman has supported local organisations and multi-nationals with communications strategy and execution, delivering results in more than 30 countries across Africa.



BusinessPrint is a state-of-the-art printing company in Pretoria founded on honest hard work, excellence and love for print. Situated in Silverton Pretoria, they specialize in the printing and finishing of packaging products and commercial materials.



More than 2 500 departments and 25 000 procurement professionals depend on SmartProcurement as the go-to source for the latest news and information, networking and knowledge-sharing opportunities, and education to improve and advance procurement practices.



DC Lab is a niche, 100% remote, digital and direct marketing consultancy that acts as an in-house specialist partner to organisations of any size and location, offering: 1) Adhoc or ongoing outsourced digital and/or direct marketing services, and 2) Bespoke in-house process and skills development.

## Join our growing network of professional marketers.



Welcome to our new Individual Associates.



As an Individual you may gain life-time Platinum Associateship to the Institute of Marketing Management if you submit a CV and Certificates displaying that you meet the following criteria:

### Qualification

You hold a marketing or business qualification that can be authenticated by an institutional authority

### Experience

You have 10 years working experience in a marketing or related industry

### Position

You hold a senior position within your organisation

[Apply online here](#)

Should you not meet the above criteria, you could gain Associateship with the IMM by participating in our Professional Development initiative, completing Activities to move through three Levels: Bronze, Silver and Gold, at which level you will receive life-time Associateship with the Institute.

Activities are selected from an array of options to appeal to individuals at different stages of their careers. By completing these activities, you will develop skills to perform optimally in the work environment. You will have the foundation for developing sound interpersonal skills and fostering a sound work ethic. Activities include both personal development courses and online short courses for practical skills development.

## Have you visited the new IMM online short course platform?

Sign up as an Associate and receive 50% off your first course

## The Chartered Marketer (Africa) is the Continent's highest professional marketing qualification

The CM(A) is a designation awarded by the African Marketing Confederation (AMC) to the top marketing professionals on the continent. It is the first Pan-African professional marketing qualification awarded to senior marketers in recognition of their marketing experiences and skills. The programme is unique, the application process is rigorous and of the highest quality, peer reviewed and culminates in the submission of a White Paper or Case Study at the highest level. The CM(A) designation is awarded to an individual in recognition of that individual's professional status as one of Africa's distinguished marketing practitioners. It validates a commitment to best marketing practices, continued self-development and a dedication to excellence in practical and/or academic marketing applications in Africa.

CLOSING DATE FOR APPLICATIONS:  
31 MARCH 2023

[Request more info here](#)



This online initiative aims to match Individual Associates of the Institute and students of the IMM Graduate School with employers (Corporate Associates) who have vacancies in their organisations.

As the IMM Graduate School offers qualifications in marketing, supply chain and business, the IMM Job Market is directed towards vacant positions, internships and graduate programmes offered by organisations in these fields.

[Find out more](#)

[Register as an employer](#)

[Register as a Candidate](#)

## Upcoming Events

Booking is essential



### Claire Holden - Talent Maximizer

Our brain receives 11 million pieces of information per second and we are only able to consciously process about 40. This means that about 99% of our thinking takes place subconsciously.

In this session we will explore how each of us has mental shortcuts or biases that impact how we interact with and interpret the world around us.

[View our full event calendar here](#)



### About Us

The IMM is a proud founding member of the African Marketing Confederation (AMC)

### Links

- [Associateship](#)
- [Apply](#)
- [Education](#)
- [Events](#)

### Contact

- [Request a call](#)
- [Email us](#)

