Dear IMC Officers & Executive Directors:

June 5, 2018

One of the most requested support items by IMC's of ICMCI has been in the area of promotion of the CMC designation.

To that end, the Marketing Committee of ICMCI, with members from various countries and in consultation with IMC's, has created the attached 2018 CMC Designation Promotion Campaign, and just in time for International Consultant's Day on Thursday June 7th.

This campaign has been modeled upon the very successful campaign of the CPA's in past years where they raised awareness by featuring examples of what CPA's could do for clients.

Each IMC is encouraged to use local-country examples from their own membership, and fit the profiles into our standard format, which will be a consistent look and theme around the world for Q3 & 4 2018 – Q1 2019.

How could YOU use a Certified Management Consultant?



CERTIFIED MANAGEMENT CONSULTANT Professionals trusted for critical times

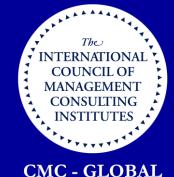
There is an electronic file folder with various components for your use:

- 1. CMC-Global 2018 CMC Promotion Campaign Outline.
- 2. CMC-Candidate Profile Template fillable pdf, MS Word, ai and adobe acrobat file versions
- 3. CMC logo blue w 2018 slogan jpeg, gif, png, ai file versions
- 4. ICMCI colour line
- 5. Sample Letter to Government Officials/Corporate Executives

We hope you will find these components useful, and that you will join us and other IMC's around the world in embracing this approach to promoting the CMC designation in your country.

hank you,

Doug Macnamara Chair, ICMCI Marketing & Advocacy Committee



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