

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?



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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.

Thank you,

Doug Macnamara
Chair, ICMCI Marketing & Advocacy Committee



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OFFICERS

Chairman
Sorin Caian CMC
Romania
sorin.caian@cmc-global.org

Treasurer
Dwight Mihalicz CMC
Canada
dwight.mihalicz@cmc-global.org

Secretary
Kim Karne CMC
Finland
kim.karne@cmc-global.org

Vice Chairs
Robert Bodenstein CMC
Austria
rob.bodenstein@cmc-global.org

Kyeong Seok HAN CMC
Korea
kyeong.seok.han@cmc-global.org

Elena Yuzkova CMC
Ukraine
elena.yuzkova@cmc-global.org

Jan Willem Kradolfer CMC
The Netherlands
JW.Kradolfer@cmc-global.org

Jeremy Webster CMC
United Kingdom
jeremy.webster@cmc-global.org

Immediate past Chair
Tim Millar CMC
Australia
tim.millar@cmc-global.org

Reema Nasser
Executive Director
Jordan
reema.nasser@cmc-global.org

Secretariat: C/O Maurer & Stager AG
Fraumünsterstrasse 17/Postfach 318
CH – 8024 Zurich

W: www.cmc-global.org E: cmc-global@cmc-global.org