



CMC - GLOBAL

Marketing Committee 2016 Report



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Marketing & Advocacy 2020 Plan

Critical Success Factors

1. **CMC International Profile Advancement**
2. **IMC Member Communication & Engagement**
3. **CMC Today Newsletter + CMC-Global Website + Int'l Annual Conference**
4. **Brand Consistency Across all Designations, Communications & Country IMC's**
5. **CMC- Global Cost-effective Service Provision to IMC's & Resource Aggregation for Key Initiatives**

Please see Annual Report submitted



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ICMCI Value Proposition → Revenue Generation, CMC-Firm product, Sponsorship & more

- **7700 CMC's around the world + 20,000+ non CMC members of IMC's**
- **ACP's / CMC Firms & their Consultants**
- **35 + Academic Fellows + their students**

30,000 sets of “eye balls” + excellent leading-edge thinking and practice-related:

- **Articles,**
- **Presentations**
- **Social media blogs, dialogues, sharing**



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 - **Proposed to / Approved by Board**
 - “Adherence to ICMC standard branding of CMC, other Designations, Country Identity to form components of QAC Requirements for Triennial IMC Re-accreditation”**



CERTIFIED MANAGEMENT CONSULTANT



ACCREDITED CONSULTING PRACTICE



CERTIFIED MANAGEMENT CONSULTANT

FIRM

GLOBAL



ACADEMIC FELLOW

GLOBAL



ACCREDITED MANAGEMENT CONSULTING

COURSE

GLOBAL

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 - **What Common Initiative(s) could we all get behind and pitch-in resources to support?**
 - Major Global Airports: CMC Designation Poster Campaign**
 - Google Keywords Advertising of CMC Designation**
 - **What could common service(s) might ICMCI provide as a 'service bureau' to small/mid-sized IMC's?**
 - Website hosting/provision**
 - CMC Training Course delivery**

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The ICMCI Volunteers Challenge

- **How do we get & retain volunteers dedicated to focusing on/ advancing ICMCI?**
- **How do we engage volunteers that will “do work”, meet deadlines, deliver quality?**
- **ICMCI has lots of work to accomplish through volunteers!**





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Marketing Committee Thank You



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