



The Chartered
Institute of Marketing

Construction Industry Group

Helping marketers working in construction



Construction Industry Group (CIMCIG) – who we are and what we do



The Construction Industry Group (CIMCIG) is The Chartered Institute of Marketing's community for marketers working in the construction industry. The Chartered Institute of Marketing (CIM) is the leading professional body for marketers with members worldwide and offers you:

- **Knowledge** – Exclusive industry intelligence and the chance to share knowledge.
- **Connections** – Networks, insight and events with a cross-section of marketers.
- **Development** – Practical advice and support throughout your career.

With a turnover of £102 billion a year, some 7% of the UK's GDP, and employing over two million people throughout the country, the construction industry is big... and CIMCIG will help you do a better job and earn more as an informed and qualified professional.

CIMCIG works on behalf of its members to raise the status of the marketing profession within the construction industry. It is **the** forum for marketers in the sector to share knowledge, skills, information and best practice.

CIMCIG provides a mix of events, seminars, conferences and white papers that are genuinely useful to marketers in construction. Marketing directors and other experienced marketers tell us they gain as much, if not more, from CIMCIG membership as those new to the profession.

CIMCIG – Helping you build your career

Being a member of CIMCIG has been shown to have significant benefits and surveys have shown that, on average, CIMCIG members earn more than their counterparts.

We help advance the careers of our members – whether they work for contractors, manufacturers, professional practices, materials suppliers, information providers or specialist marketing consultants – by running a range of activities appropriate to the construction industry and suitable for people in both senior and junior roles.

CIMCIG has built a substantial range of member benefits to complement those available from CIM.

Knowledge Hub

Our library of publications, surveys, information sources, contacts and other useful material is available online.

Visit www.cimcig.org for more details – key information is only available to CIMCIG members.

Events

CIMCIG organises and supports seminars, conferences and other events, usually accredited for CPD, that are highly relevant

to both the construction industry and to marketers in general. These are held at a number of locations around the country as CIMCIG strengthens its regional ties.

Awards

CIMCIG's Construction Marketing Awards are at the heart of the important task of recognising and rewarding marketing excellence throughout the construction industry.

You can find out more at www.cmawards.co.uk.

Discounts

CIMCIG members qualify for preferential terms on special events, market reports and subscription services.

Newsletter

CIMCIG publishes a monthly e-newsletter informing members and other interested people of the latest news and market information.

Networking

Whether you meet your fellow members at CPD events or at CIMCIG social occasions you will be in the company of like-minded construction professionals. CIMCIG's 1,300 plus members are in touch through Twitter, LinkedIn and CIMCIG's blog, www.cimcig-blog.org.

What next?

Developing your skills

The Institute's qualifications are recognised worldwide as a badge of professional expertise. The following qualifications may be of particular interest to marketers in the construction industry.

CAM Diploma in Digital Marketing

This dynamic qualification covers SEO, PPC, online advertising, e-mail marketing, viral marketing, online PR, social media and more. Explore the latest and most current learning in the rapidly changing digital marketing field. Assessment is by practical assignments – no exams – designed to benefit you in the workplace. Visit www.camfoundation.com to find out more.

CIM Professional Diploma in Marketing

This qualification is ideal for marketers who are concerned with managing the marketing process at an operational level. The focus moves from the theoretical aspects of marketing towards the many skills needed to manage the function itself – including elements ranging from channel management to communications, along with specialist areas like new product development. Visit www.cim.co.uk/qualifications to find out more.

Chartered CPD Programme

Our Chartered CPD Programme enables you to remain professional and effective by ensuring you are aware of new techniques and skills necessary for career progression.

It allows you to track your progress and receive recognition for your achievements, helping to increase confidence and giving you additional credibility as a professional marketer.

Plus it's your route to achieving Chartered Marketer status – we are the only organisation with authority to award this elite status in recognition of professional excellence.

To find out more visit www.cim.co.uk/charteredcpd.

Next steps

You can join the CIMCIG community in one of three ways:

1. As an existing CIM member you can join CIMCIG for free. Simply contact the membership department and ask to be added to CIMCIG: e-mail membership@cim.co.uk or call **01628 427120**.
2. Becoming a member of CIM automatically gives you the opportunity to join CIMCIG for free and enjoy the Institute's many benefits and the discounted event rate. For more information visit www.cim.co.uk/benefits. To join visit www.cim.co.uk/join.
3. Sign up to be part of CIMCIG only. This does not give you the discounted event rate or other CIM benefits but you will still receive details of our events. To request to be signed up to the CIMCIG community as a non-member please contact denapearce@cim.co.uk or call **01628 427304**.

Contact details

If you have any queries regarding CIMCIG contact Roger Foster, e-mail rogerfoster@cim.co.uk or call **07866 430585**



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To learn more about CIMCIG visit www.cim.co.uk/cimcig