



The Chartered
Institute of Marketing

Creative Communications

The best in creative communications



CIMCOM – who we are

The Creative Communications Group (CIMCOM)

The Creative Communications Group (CIMCOM) is The Chartered Institute of Marketing's community for marketing communications specialists, with over 2,250 members. CIM is the leading professional body for marketers with members worldwide and offers you:

- **More knowledge** – access exclusive industry intelligence.
- **More connections** – access our networks and events.
- **More development opportunities** – access practical advice and support throughout your career.

As a forum for creative professionals in marketing our central mission is training and networking within professional communications communities. We aim to be at the forefront of all aspects of communications: from design, advertising and PR through to strategic communications and effective practices.



CIMCOM – what we do

We offer a variety of services that are tailored to the needs of marketing communications professionals.

Events

We hold quarterly events to highlight current hot topics and show how you can implement the latest thinking in a practical, effective way. Events are held with high-profile organisations and speakers and sometimes feature other professional bodies such as CIPR and DBA – depending on relevant topics.

Past events have featured organisations such as O2 and Virgin Media and covered topics such as using video as an effective communication tool, connecting with consumers via mobile and gaining consumer insight using social media.

Our events also give attendees an opportunity to earn CPD hours and network with fellow communications professionals.



E-newsletter

Our quarterly e-newsletter, the CIMCOM Update, provides comment on current and emerging trends, must-read articles and feature interviews with senior professionals and high-profile figures from the communications sector. We also feature event reviews, with post-event interviews with speakers, members and our advisory panel. Past interviewees have included Paul Flatters, Managing Director of Trajectory on mobile marketing, and Doron Meyassed, Managing Director of Promise Communications on Virgin Media Think Tank.

LinkedIn Group

The role of our LinkedIn Group is to provide an informal forum where communications specialists can share information, ask questions, seek help, discuss hot topics and network. Our community of over 300 members continues to grow and is made up of marketing communication professionals from around the world.

What next?

Digital marketing qualifications

The CAM Foundation has just launched a new Diploma in Mobile Marketing and a Diploma in Digital Metrics and Analytics, awarded by CIM.

We now offer the following Diplomas:

- Digital Marketing.
- Mobile Marketing.
- Marketing Communications.
- Digital Metrics and Analytics.
- Managing Digital Media.
- Digital Campaign Planning.
- Digital Media and Branding.

Explore current best practice in this 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 about our digital qualifications.

The CAM Foundation has a strong relationship with CIMCOM, with its current digital and marketing communications students and alumni following CIMCOM to help them with their studies and on-going career development.

Knowledge at your fingertips

CIM has many reports, journals and articles, across all sectors, that may be of interest to marketers working in creative communications. Members can access Key Note, MBD, Mintel and Snapshot reports on a wide range of industry sectors and issues.

Many of the Institute's resources can be accessed for free online – members have access to the full text of more than 2,700 quality magazines and journals, over 1,400 country economic reports, and over 5,200 full text industry reports.

To see the full range of resources available please visit www.cim.co.uk/marketingresources. Alternatively, for a tailored search of our resources please e-mail library@cim.co.uk or call **01628 427333**.

How to join

If you are already a CIM member you can join CIMCOM free of charge.

E-mail membership@cim.co.uk or call **01628 427120**.

If you are not a CIM member and would like to join CIMCOM you can do so as a member or Affiliate member.

To find out more about joining us visit www.cim.co.uk/join

Contact details

If you have any queries regarding CIMCOM contact Philip Preston; e-mail philippreston@cim.co.uk or call **07920 808432**.

