

HOW CAN I make my membership WORK FOR ME?

This document is a reminder of all the benefits available to you in your professional development and to ensure you make the most of your membership.

Marketing Expert

An online hub of information, tools and guidance, with over 5,000 pages of content from marketing theory to practical templates for everyday use. www.cim.co.uk/marketingexpert

The Marketer – magazine

We bring you innovative thinking and stimulating articles and interviews from leading global experts, cutting-edge marketers and guest writers. www.cim.co.uk/themarketer

CIM Direct – the marketing shop

We have a huge selection of business and marketing books available, from classic textbooks to the latest ‘thought leadership’ titles. www.cim.co.uk/shop

Cutting Edge – weekly e-bulletin

Our weekly e-bulletin rounds up essential marketing news items. See the headlines at www.cim.co.uk/cuttingedge

knowledge

Tailored research support

Experienced professionals can advise and direct you to all the information you need, or if you need specific, targeted results use our fast response bespoke desk research service. www.cim.co.uk/library

Research papers

Academics and practitioners from around the world share their thoughts in provocative agenda papers. www.cim.co.uk/papers

Learning and Development

You can benefit from a discount on a wide range of training workshops, in-depth courses, team development and learning partnerships. www.cim.co.uk/training

Market research at your fingertips

- Produced in conjunction with Croner, the Marketing Rewards Survey monitors topics like pay forecasts and predicted bonus levels. www.cim.co.uk/rewardsurvey
- Our Annual Marketing Agenda provides the Institute's definitive insight into the key themes, trends and drivers affecting marketers and their businesses. Offering a 'go-to' place for marketers wanting to know both what's current and what's next, it also underpins our Chartered CPD Programme and resources for members. www.cim-research.com/agenda
- We also have a collection of Mintel, Key Note and Snapdata reports, plus profiles of the world's largest companies. www.cim.co.uk/marketresearch



connections

development

Marketing resources

Choose from an extensive collection of journals, conference papers and reports at our Head Office in Berkshire. Journals, case studies, reports and profiles are also available at www.cim.co.uk/resources

Marketing information hotline

You are also welcome to call us to help answer your general marketing queries between 9am and 5pm GMT/BST. We have dedicated researchers available to assist you.

Call +44 (0)1628 427333

Events

We offer opportunities to expand your professional network at a local, regional and national level. Our calendar regularly includes top marketing and business personalities. www.cim.co.uk/events

Local and regional branches

Our extensive network of regional and local branches gives you the opportunity to meet other marketing professionals in your area. www.cim.co.uk/branches

Market Interest Groups

If you have a particular industry interest, our range of sector specific groups brings marketers with industry knowledge together. Go online for a full list of groups available. www.cim.co.uk/migs

Consultants' Directory

Search for leading specialists in any area of marketing or post your own project and wait for Consultants on the directory to pitch for the work. Plus, if you're an ACIM grade member or above, you can advertise your own marketing services on the directory. www.cim.co.uk/directory

Moor Hall Conference Centre

Enjoy discounted rates on meetings, conferences and events held at Moor Hall in Berkshire, the home of The Chartered Institute of Marketing. We offer over 35 meeting rooms for up to 120 delegates. www.moorhallconferences.com

Membership grades

Whether you're starting out or already in senior management, you can demonstrate your professional commitment and credibility to your peers. Designatory letters are awarded based on a combination of experience and/or qualifications.

You can apply for a membership upgrade as your experience and qualifications increase. See page 13 for more information.

Career and professional development centre

Career help and support from CV reviews to in-depth personal support is available. You can also access our specially created interactive modules designed to help you manage your career.

www.cim.co.uk/careercentre

Job descriptions guide

These will help you clarify areas of responsibility as well as qualification and experience requirements. www.cim.co.uk/jobs

Job vacancies and advice

Our very own vacancy service posts new opportunities every week. www.themarketer.co.uk/jobs

Legal helpline

You can access free information on a wide range of business and personal legal issues. This advice and information, based on UK law, is available online or by phone. www.cim.co.uk/legalhelpline or call on +44 (0)845 0703699

Professional Indemnity Insurance

You can receive exclusive rates on Professional Indemnity Insurance covering claims relating to alleged negligence, errors or omissions. www.cim.co.uk/pi

