

## Personal details

Mr

Mrs

Ms

Miss

Male

Female

First name .....

Family name .....

Nationality .....

Date of birth (DD/MM/YY)

Home Address .....

..... City .....

Postcode/Zipcode ..... Country .....

Telephone number (home/work) .....

Mobile .....

E-mail (home/work) .....

## Employer's details

Job title .....

Employer name .....

Address .....

..... City .....

Postcode/Zipcode ..... Country .....

I would like to join the Chartered CPD Programme

## Declaration

I understand that the decision of the assessor as to my grade of membership will be final. I agree to abide by CIM's Charter and Bye-laws and to support and promote CIM's Code of Professional Standards as described at **cim.co.uk/governance**. I confirm that the information supplied in support of my application of membership is correct.

Signature .....

Date .....

## Membership fees 2016/17

| Affiliate  | UK   | International | International Reduced Rate* |
|--|------|---------------|-----------------------------|
| Credit/Debit card/cheque/<br>monthly or quarterly Direct Debit | £145 | £100          | £100                        |
| Annual Direct Debit (UK bank account holders only)             | £125 | N/A           | N/A                         |

## Graded membership

| ACIM   | UK   | International | International Reduced Rate* |
|--|------|---------------|-----------------------------|
| Credit/Debit card/cheque/<br>monthly or quarterly Direct Debit | £175 | £135          | £115                        |
| Annual Direct Debit (UK bank account holders only)             | £155 | N/A           | N/A                         |

| MCIM   | UK   | International | International Reduced Rate* |
|--|------|---------------|-----------------------------|
| Credit/Debit card/cheque/<br>monthly or quarterly Direct Debit | £200 | £160          | £135                        |
| Annual Direct Debit (UK bank account holders only)             | £180 | N/A           | N/A                         |

| FCIM   | UK   | International | International Reduced Rate* |
|--|------|---------------|-----------------------------|
| Credit/Debit card/cheque/<br>monthly or quarterly Direct Debit | £230 | £200          | £170                        |
| Annual Direct Debit (UK bank account holders only)             | £210 | N/A           | N/A                         |

\*Please see list of countries eligible for International Reduced Rate

### If you wish to apply for graded membership you need to supply:

1. Your current and up to date CV, including relevant dates, signed and verified by your line manager or equivalent at your present company. If you are self-employed or the head of an organisation, the referee may be a previous employer or professional adviser.
2. Copies of relevant academic qualifications and transcripts (if applicable).
3. Job description and business card.

## For office use only

Approved:  FCIM  MCIM  ACIM  AP

Signature ..... Date .....

## Payment details

**Direct Debit** I wish to pay by Direct Debit – please complete the Direct Debit mandate (UK bank account holders only).

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**Cheque** I enclose a cheque for £ \_\_\_\_\_ payable to  
The Chartered Institute of Marketing.

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**Credit/Debit card** I wish to pay by credit/debit card. Please indicate type of card.  
(We are unable to accept payment by Diners).

Visa      Mastercard      Delta Maestro/Switch  
American Express      Solo/Visa Electron

I authorise you to debit my credit/debit card with the amount of  
£ \_\_\_\_\_

My credit/debit card number is

Valid from      /      Expires      /

Issue number (for Maestro/Switch/Delta)

Security code (Use the last three digits on the reverse of your card.  
For American Express use the four digit verification number on the front of your card).

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**Bank transfer** Bank transfer to:  
**(please attach** The Royal Bank of Scotland, 28 Cavendish Square, LONDON, W1M 0BD.  
**transfer slip)** Account Name: The Chartered Institute of Marketing,  
Account No: 10193302, Sort Code: 16-00-30,  
IBAN: GB83 RBOS 1600 3010 1933 02, SWIFT: RBOSGB2L

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Please send the completed application form, any supporting documents and payment to:  
Customer Experience, The Chartered Institute of Marketing, Moor Hall, Cookham, Maidenhead, Berkshire, SL6 9QH, UK  
or email to [membership@cim.co.uk](mailto:membership@cim.co.uk)

**Thank you, we look forward to welcoming you.**

## International Reduced Rate

### Countries eligible for membership at the international reduced rate.

|                          |                                |                                |
|--------------------------|--------------------------------|--------------------------------|
| Afghanistan              | Guyana                         | Rwanda                         |
| Albania                  | Haiti                          | Saint Helena                   |
| American Samoa           | Honduras                       | Saint Lucia                    |
| Angola                   | India                          | Saint Vincent & The Grenadines |
| Armenia                  | Indonesia                      | Samoa                          |
| Bangladesh               | Jamaica                        | Sao Tome and Principe          |
| Belize                   | Jordan                         | Senegal                        |
| Benin                    | Kenya                          | Sierra Leone                   |
| Bhutan                   | Kiribati                       | Solomon Islands                |
| Bolivia                  | Korea, Dem. Rep. (North Korea) | Somalia                        |
| Bosnia and Herzegovina   | Kosovo                         | South Sudan                    |
| Burkina Faso             | Kyrgyz Republic                | Sri Lanka                      |
| Burundi                  | Lao PDR                        | Sudan                          |
| Cabo Verde               | Lesotho                        | Swaziland                      |
| Cambodia                 | Liberia                        | Syrian Arab Republic           |
| Cameroon                 | Madagascar                     | Tajikistan                     |
| Central African Republic | Malawi                         | Tanzania                       |
| Chad                     | Mali                           | Timor-Leste                    |
| Comoros                  | Marshall Islands               | Togo                           |
| Congo, Dem. Rep.         | Mauritania                     | Tokelau                        |
| Congo, Rep.              | Micronesia, Fed. Sts.          | Tonga                          |
| Cook Islands             | Moldova                        | Tunisia                        |
| Cote d'Ivoire            | Mongolia                       | Tuvalu                         |
| Cuba                     | Montserrat                     | Uganda                         |
| Djibouti                 | Morocco                        | Ukraine                        |
| Dominica                 | Mozambique                     | Uzbekistan                     |
| Ecuador                  | Myanmar (Burma)                | Vanuatu                        |
| Egypt, Arab Rep.         | Namibia                        | Vietnam                        |
| El Salvador              | Nauru                          | Wallis and Futuna              |
| Eritrea                  | Nepal                          | West Bank and Gaza             |
| Ethiopia                 | Nicaragua                      | Western Sahara                 |
| Fiji                     | Niger                          | Yemen, Rep.                    |
| Gambia, The              | Nigeria                        | Zambia                         |
| Georgia                  | Niue                           | Zimbabwe                       |
| Ghana                    | Pakistan                       |                                |
| Grenada                  | Papua New Guinea               |                                |
| Guatemala                | Paraguay                       |                                |
| Guinea                   | Peru                           |                                |
| Guinea-Bissau            | Philippines                    |                                |

Updated April 2016. Source: GDP/capita <\$12000, CIA World Factbook 2014.



# Instruction to your bank or building society to pay by Direct Debit

Please fill in the whole form including official use box using a ball point pen and send it to:

Customer Experience  
The Chartered Institute of Marketing  
Moor Hall, Cookham  
Maidenhead  
Berkshire  
SL6 9QH

Service user number

9 8 4 8 7 7

FOR CIM OFFICIAL USE ONLY  
This is not part of the instruction to your bank or building society

### FREQUENCY OF PAYMENT:

This is not part of the instruction to your Bank or Building Society. Please indicate your preferred payment frequency:

- ANNUAL- DISCOUNTED (on full payment only, NOT part payment)
- QUARTERLY- NO DISCOUNT
- MONTHLY- NO DISCOUNT

Please note, the Direct Debit payment option is only available at the start of your membership term. Banks or Building Societies may not accept Direct Debit Instructions for some types of account.

Name(s) of account holder(s)

[Empty text box for account holder name]

Bank/building society account number

[Empty grid for account number]

Branch sort code

[Empty grid for branch sort code]

Name and full postal address of your bank or building society

To: The Manager Bank/building society

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Address

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Postcode

### Instruction to your bank or building society

Please pay The Chartered Institute of Marketing Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that the instruction may remain with The Chartered Institute of Marketing and, if so, details will be passed electronically to my bank/building society.

Signature(s)

Date

Reference (CIM Membership)

[Empty grid for reference]

Banks and building societies may not accept Direct Debit Instructions for some types of account.

DDI1

This guarantee should be detached and retained by the payer.

## The Direct Debit Guarantee



- The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits.
- If there are any changes to the amount, date or frequency of your Direct Debit The Chartered Institute of Marketing will notify you 10 working days in advance of your account being debited or as otherwise agreed. If you request The Chartered Institute of Marketing to collect a payment, confirmation of the amount and date will be given to you at the time of the request.
- If an error is made in the payment of your Direct Debit, by The Chartered Institute of Marketing or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society – If you receive a refund you are not entitled to, you must pay it back when The Chartered Institute of Marketing asks you to.
- You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify us.