

Canadian Institute of Marketing and Canadian Association of Marketing Professionals enter into strategic partnership



The Canadian Institute of Marketing and Canadian Association of Marketing Professionals have entered into a memorandum of understanding to form a strategic partnership.



Following are the advantages of the partnership

- ✓ Opportunity to attend conferences, seminars and networking events for Toronto-area members;
- ✓ Members of both organizations may publish as guests in journals and newsletters;
- ✓ Reciprocal promotion on web and social media sites; and
- ✓ Membership possibilities.

The purpose of the alliance is to strengthen professional development. For details of each organization see canadianmarketer.ca and professionalmarketer.org.