

# The **Canadian** Institute of Marketing

excellence in professional development

## Canadian Institute of Marketing to exhibit at RRC Directions Business Conference



The Directions Business Conference brings together students of Red River College's School of Business and Applied Arts with leaders in the business community. Students attend seminars and roundtable sessions throughout the day ranging in topics from financial planning, to getting started in business, project management, marketing and human resources.

The day gives them an excellent opportunity to experience a symposium and network with their contemporaries and future employers.

Vice Chair of the Institute, Tai Soetan, MCIInst.M, is helping organize the event and will represent the Institute at the exhibit table. The event provides opportunity for the Canadian Institute of Marketing to profile its professional credentials to marketing students who may go on after graduation to develop a life-long career in marketing. To view the program, go to [http://www.professionalmarketer.ca/Portals/0/Marketing](http://www.professionalmarketer.ca/Portals/0/Marketing%20Canada/2014/Directions_info2015.pdf)

[g%20Canada/2014/Directions\\_info2015.pdf](http://www.professionalmarketer.ca/Portals/0/Marketing%20Canada/2014/Directions_info2015.pdf)