

First Crisp meeting held August 9



On August 9, several members of the Canadian Institute of Marketing met at 7 West Café at the invitation of Chair John Jackson, MCIInst.M. The Chair's Roundtable for the Institute's Special Projects (CRISP) was a very productive discussion on how members can improve the Institute's market presence. One of the ideas the team agreed upon was the improvement of the Institute's web presence by changing its URL from professionalmarketer.ca to professionalmarketer.org. Members believe that the change better reflects what the Institute is and its value.

- a non-profit organization, and
- a national and internationally-focused organization comprised of Canadians and members from other countries.

Members involved in the meeting and debate with the Chair encourage all members to use professionalmarketer.org as a resource along with its linked social media sites on facebook, LinkedIn, Twitter and YouTube.

Report presented by Jocelyn Visco, MCIInst.M., RPM, Councillor.