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### Sponsorships – How to get the most benefits

In the world of business, many requests are received to grant sponsorships. Various events are promoted as ideal opportunities for sponsorship. Hence, the challenge to marketers is two-fold; to select the correct event for sponsorship and to maximise the benefits of same.



### How to Improve the Stickiness of a Website

The purpose of this article is to outline a few strategies to turn the home page of a website into a portal that entices visitors to go deeper into the site. This refers to the stickiness of a site.



### Just my two bits... visionary - synergists

As anybody who has been through a team-building exercise would know, what tends to happen is that most attempts to work with teams work on the noticeable signs of team dysfunction. They don't work with the root causes. For example, trust is one of the things that we see teams working on quite a lot, but distrust doesn't just pop up from nowhere.



### Register for eTail Canada May 11 to 14

What I think is great about [eTail Canada] is that big players respect this conference, and big names from Canadian retailers attend. There were great speakers and great networking. It was the best eTail I have attended. eCommerce is touching more industries than it did before... It's exciting for Canada-- brands need to know you have to be in eCommerce if you want to succeed in Canada. " - Josh Johnston, Director, Customer Experience, Spud.com



### 34th Annual Meeting

Enjoy the ambiance of the Old Mill and meet with professional marketers who are taking the time to build our Institute. Our mission for the remainder of 2015 and 2016 is about growth. We have an accreditation program for forging strong relationships with Canadian colleges and universities to encourage student membership and ensure strong academic programs that deliver the academic requirements for membership.



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## New International Member Category - ICInst.M

The Canadian Institute of Marketing received its Certificate of Continuance in July, 2014. To secure the documentation from Industry Canada, the Canadian Institute of Marketing adopted the model bylaw provided by Industry Canada and updated the Institute's bylaw. Included in the update is a new membership category - International Associate.



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## C of R Study Guide updated

The Study Guide for challenging the oral and written exams for the Certificate of Registration and privilege to use the post nominal RPM (Registered Professional Marketer) has been updated.



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## Institute members reaching out to internationally-trained marketers

Canadian Institute of Marketing members support people who are developing careers in marketing. There are several outreach and strategic partnership opportunities for members to get involved and help build a culture of professionalism in marketing.



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## New members of the Canadian Institute of Marketing



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## Book Review - Contemporary Marketing, Fourth Canadian Edition

Tai Soetan, MCIInst.M, Vice Chair of the Canadian Institute of marketing was acknowledged as one of the reviewers of Contemporary Marketing, Fourth Canadian Edition authored by Boone, Kurtz, Mackenzie and Snow in the preface section on page xxvii of the textbook.



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## Disclaimer

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