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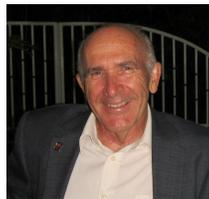
Marketing Canada

November 2015

From me to you...

Marketing is a contact sport

One of our members coined the phrase, "Marketing is a contact sport."



It is true that we can debate the notion of marketing being a sport, but the one element of the phrase that cannot be argued is that marketing does not exist without contact. The entire universe of thought around the English term, "contact" may be infinite. When you think of the five senses and perhaps the sixth among some people, the ways and means for contact are intriguing.

Indeed, marketers are obsessed with the visual and auditory senses, and that is where messaging has become ultra-sophisticated for a targeted individual or group to take action. Audio-video, audio files and stationary graphics in ad displays with compelling copy may be the most common forms of contact. What about smell, touch and taste? Again yes, marketers have developed sophisticated tactics and delivery platforms for these senses to stir a target to action. Until humans develop the science of understanding the world which is beyond the understanding of the five senses, mind and intellect, we can only imagine things that might be.

And so it is that marketing is a contact profession. What sets professional marketers apart from many who have taken on marketing jobs with limited training is knowledge, skills, experience and ethics around making contact with customers and clients in a way that triggers action that is safe for consumers and effective for employers.

Grant Lee, FCIInst.M., RPM, Executive Director
Canadian Institute of Marketing

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Barriers to sustainable team and organizational performance

By James R. 'Doc' Halliday MBA., FCIinst.M., RPM., CMC
Business Improvement Advocate - Strategic Imagineer
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I have read and learned from famous authors, and remarkable business executives who are unique individuals. They shaped my attitude and understanding that leaders come in all shapes and sizes and with different personalities. However, I believe all inspire others to invest

themselves in achieving something significant and greater than they could do by themselves. Galvanizing an individual and team focus with shared commitment to a common purpose. Today, a team orientation is essential to organizational structure planning and strategy.

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Email marketing the untapped potential

By Nader Sadek, MBA, CTD, MCInst.M, PMI
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We all receive email daily; sometimes we might be eager to click, open and read while the majority of times might just transfer directly to the junk folder!

Nowadays, with the high technology tools, fast pace and time constraint, consumers' expectations and needs are higher than ever. In this essence, they expect a holistic and individualized approach from the corporations and products they deal with, through every stage of their business. On the other hand, companies are utilizing the targeted direct to customer emails, which is considered a trending marketing tool across several industries. Consequently, the more those consumers feel satisfied with email messaging and its value proposition, the more likely they are to engage and optimistically purchase.

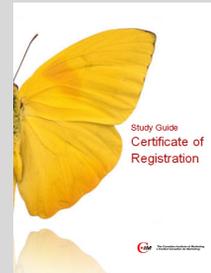
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John Manalis, MCInst.M appointed to Council



John Manalis has been appointed to Council of the Canadian Institute of Marketing for the remainder of the 2015/16 term. He is an accomplished strategist and marketer with 20 years of diverse and international experience.

He has worked with great success in positions of increased exposure and responsibility involving regional and global projects for Unilever, Novartis Consumer Health, RadioShack



[Study Guide
Certificate of Registration](#)

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.

The exam dates are November 14, 2015 for the written exam and November 21, 2015 for the oral. The text book used to draft the exam questions is: Lamb, C., Hair, Jr., J., McDaniel, C., Kapoor, H., & Appleby, R. (2011). MKTG (2nd ed.). Toronto, Ontario: Nelson.

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The Canadian Institute of Marketing and Canadian Association of Marketing Professionals has developed a strategic partnership for delivering exciting and informative continuing education events and networking opportunities for Toronto area members. Check out their calendar for May and June!

[CAMP Events](#)

Canadian Consulting Marketers

There are many Professional Consulting

Corp., and Hellenic Breweries (former A-B InBev), in Europe, and for CIBC in Canada. His areas of expertise are in Strategic Planning, Brand/Category Management and Business Setup and Development. John holds a BBA in General Management from Piraeus University, Greece and an MBA in Marketing and Strategy from McGill University. John has been awarded many times in the academic and professional arenas. He volunteers as Chair for a NPO for children and is a McGill MBA mentor.

CAMP's first ever Awards Gala evening, hosted on October 27th, 2015 at the Liberty Grand

One of the Canadian Institute of Marketing's strategic partners, *Canadian Association of Marketing Professionals (CAMP)* held its first annual Awards Gala.

<http://canadianmarketer.ca/awards/>

Welcome New Members

Council has elected the following marketers to the Canadian Institute of Marketing.

Abhishek Aggarwal	MCInst.M
Ajith Gervasis	MCInst.M
Hal Ammoura	MCInst.M
Imran Haider	MCInst.M
Isabelle Heriakian	MCInst.M
Kapilkumar Shah	MCInst.M
Krish P. Nayak	MCInst.M
Manoj Kamath	MCInst.M
Mukhtar Mahfooz Talib	MCInst.M
Reaz ul Hug	MCInst.M
Tamar Kebuladze	MCInst.M
Vinay Sachdeva	MCInst.M
Alok Dev	ACInst.M
Tatsunori Shimo	ACInst.M

A network of career-oriented professional marketers in Canada and abroad

The Institute was launched in 1982 to promote and develop the practice of marketing in Canada by encouraging the adoption of professional Standards and qualifications by people pursuing marketing careers, and to become the recognized body for professional marketers in Canada. Membership is for individuals who have studied marketing and have many years of experience. All applications for membership are peer-reviewed.



Marketers within the ranks of the Canadian Institute of Marketing. Many are in business with companies that might be best described as micro enterprises with less than 10 associates, or corporations that form part of a strategic alliance of like-minded entrepreneurs and micro businesses.

This space is for consulting marketers to highlight an initiative or tactic. The Institute has a Committee for consulting marketers and a Bureau on its Web site.

Bureaus - for online networking

Canadian Institute of Marketing "Bureaus" are knowledge exchange places where members can build their networks, hone skills and influence change.



They are pages on the Institute's website where members can create virtual special interest spaces to enhance and protect their professional marketer credentials by getting involved in the affairs of the Canadian Institute of Marketing. Bureaus may include regional alignments, market sector interests, cultural sectors and so on, but all are accessible for any member no matter where located on the planet.

Each bureau is managed by a Principal Member (PM) who is appointed by Council. The members of each bureau establish guidelines outlining the interests of the group so that the choice to join lies with every member. Members should join bureaus related to their particular interests. All members of the Institute may join any bureau. The Executive Director is a member of all bureaus.

Check out our bureaus and become a bureaucrat!

<http://professionalmarketer.org/Bureaus.aspx>