

## 2016-2017 PROGRAM

- ⇒ Develop partnership with Humber  
C of R program and professional exams  
licencing of marketers in Ontario
- ⇒ Growth of professional membership
- ⇒ CIM professional designations—Bylaws change
- ⇒ Strengthen strategic partnerships
- ⇒ Improve content of social media networks and  
website

## Canadian Institute of Marketing 35<sup>th</sup> Annual Meeting - 2016

June 22  
Building L  
Humber  
Lakeshore Campus, Toronto  
[humber.ca](http://humber.ca)



Call to order (4:00)	Lee
Welcome and Remarks	Jackson
Review and Acceptance of Agenda	All
Report from Executive Director	Lee
Adoption of Minutes of 2015 AGM	All
Annual Financial Statements	Lee
Appointment of Accountant	Lee
Nominating Committee Report and Council Election	Jackson
Election of New Members	Seechurn
Suggested By-law amendment	Lee/Jackson
Membership Categories	
Facilitation of C of R courses and exam (Humber College)	Jackson/Youssef
2015/2016 Budget	Lee/Pearl
Adjourn (Date and location for 2017 AGM)	

### Speakers

**Frank Shoniker:**

**Print media and traditional display advertising**

**Preetum Anauth:**

**Innovation and technology to increase productivity and market share**

**Chair's Reception**