



AUSTRALIAN
MARKETING
INSTITUTE



CERTIFIED
PRACTISING
MARKETER

AUSTRALIAN MARKETING INSTITUTE

PROFESSIONAL MEMBERSHIP

Information and Application



Value Creation Through Marketing

AUSTRALIAN MARKETING INSTITUTE
PROFESSIONAL MEMBERSHIP
INFORMATION



Marketing is entering an exciting period as businesses recognise the value that is to be found in the assets that are the responsibility of professional marketers: corporate image, customer relationships, brands, market information and sales performance. In this environment, the development of the marketing profession assumes greater importance than ever.

The Australian Marketing Institute (AMI) is the professional association for marketers.

The Institute offers to members:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility through professional development programs
- Access to the latest information on marketing practice
- Networking with fellow practitioners

The Australian Marketing Institute serves marketing professionals in all sectors. These include public and private enterprise, commerce, education and non-profit.

Membership of the Institute is open to all who are interested in, or are practitioners of marketing.

MEMBERSHIP BENEFITS

Membership Benefits to marketers include:

- Professional Recognition
- Rewarding Excellence
- Communications
- Professional Development
- Events and Conferences
- Career Advancement
- Networking Opportunities
- Profile Building

The Institute also provides an array of preferential rates and discounts, which support members' career and commercial needs while providing real savings and value including:

Car Rental, Information and Research Services, Magazine Subscription, Online Bookshop, Publication Advertising, Professional Indemnity Insurance, Airline Lounge Membership, Web Hosting and Managed Services.

PROFESSIONAL RECOGNITION

The Certified Practising Marketer (CPM) Program is the profession's performance measure and the industry's benchmark, offering members both professional recognition and continuing education to provide ongoing development of marketing skills. This accreditation program is available only to members of the AMI.

For more information and an application form regarding the CPM Program, please tick the request box at the bottom of the application form (overleaf).

The AMI's **Marketing Metrics** project has led to the development of the marketing value website, designed to assist businesses to understand the standards of measurement and analysis needed to be accountable, and provides practices and methods to establish a system of marketing metrics.

REWARDING EXCELLENCE

The annual Australian Marketing Institute Awards for Marketing Excellence recognise outstanding marketers and their work at State Awards ceremonies. Winners compete with national finalists and become eligible for the Annual Awards in their chosen category, and the Marketing Program of the Year Award.

The *Sir Charles McGrath Award* recognises outstanding individual achievements in marketing practice over a long period and is the highest honour bestowed by the profession.

CPM Marketer of the Year is awarded to an accredited marketer who has demonstrated exemplary performance in marketing and is held in high regard by peers and colleagues.

COMMUNICATIONS

As a member you receive our official magazine, *Professional Marketing*, *B&T* magazine and online access to *B&T Today*. Members are also exclusively delivered the AMI online newsletter, *Marketing Update*.

Visit us at www.ami.org.au for presentations and podcasts, as well as information about upcoming events and professional development training.



AUSTRALIAN MARKETING INSTITUTE PROFESSIONAL MEMBERSHIP

INFORMATION

PROFESSIONAL DEVELOPMENT

The AMI delivers a range of targeted Professional Development programs designed to assist members:

- Access and learn from the latest developments in the profession
- Refresh their knowledge of fundamental marketing skills

The Professional Development program is organised on a state basis, with slightly different activities in each state, to reflect local interests and needs.

Details of state professional development programs are available on our website: www.ami.org.au

EVENTS AND CONFERENCES

Each state has a comprehensive program of events, including breakfast and evening seminars, webinars, business lunches, special interest group meetings and significant networking opportunities. All AMI events are available to members at special rates. In addition, the AMI offers a core program of conferences each year which includes:

Australian Marketing Institute Annual Conference is the premier event of its kind in this country involving leading marketing professionals from Australia and overseas.

Government Marketing and Communications Conference offers the opportunity to focus on the unique challenges of public sector marketing.

Other conferences held annually or bi-annually in Australia are: Marketing Summit; Marketing Week; Marketing and Business Networking Congress and Regional Marketing Conference.

Emerging Marketers is a national special interest group initiative designed to cater specifically for the needs of marketing students from tertiary institutions, recent marketing graduates and marketers with less than five years experience. The group provides opportunities to network and socialise at dedicated events.

AMI members receive advance information and special registration rates for our conferences. A professional development certificate, listing members attendance at AMI events, is available annually.

CAREER ADVANCEMENT

Employers recognise the commitment to professional excellence that comes with membership; it also gives access to marketing ideas that can be utilised to advance your career.

NETWORKING OPPORTUNITIES

AMI's event program offers excellent opportunities to network with people in the profession, from emerging marketers to the profession's leading practitioners.

PROFILE BUILDING

On becoming a Certified Practising Marketer (CPM) of the AMI, you and your business can gain exposure and recognition through listing in the *Marketing Services Directory* (MSD). The MSD is the definitive web-based directory of marketing professionals in Australia. Listings are exclusive to Certified Practising Marketers (CPM).

JOIN US!

As a member, you will benefit from the programs available to you, from the opportunities for continuing education and development, from the advocacy of the Institute and from sharing ideas and knowledge with fellow professionals. Corporate Membership and Corporate Professional Development packages are also available.

GRADUATE RATE AVAILABLE

On the completion of full time study you may apply for professional membership with the AMI at the special graduate rate of \$110 (*inc GST*) per year for the first two (2) years. This represents full professional AMI membership at a discount of over 50% on the standard membership rate!

MEMBERSHIP APPLICATION FORM

A membership application form is attached.

Please post the completed application form to:

Australian Marketing Institute
Membership Services
PO Box 7443
Melbourne VIC 3004

Or fax the form to: 1300 131 468

Online applications: www.ami.org.au



AUSTRALIAN MARKETING INSTITUTE

PROFESSIONAL MEMBERSHIP

APPLICATION FORM

YOUR DETAILS

TITLE FIRST NAME

LAST NAME

DATE OF BIRTH

POSITION

DIVISION/DEPARTMENT

ORGANISATION

BUSINESS ADDRESS

SUBURB STATE POSTCODE

TEL FAX

MOBILE

EMAIL

PERSONAL ADDRESS

SUBURB STATE POSTCODE

TEL FAX

EMAIL

PREFERRED POSTAL: [] BUSINESS [] PERSONAL

PREFERRED EMAIL: [] BUSINESS [] PERSONAL

EMPLOYMENT HISTORY

TIME IN CURRENT POSITION [] YEARS AND/OR [] MONTHS

TIME IN CURRENT ORGANISATION [] YEARS AND/OR [] MONTHS

TIME IN PREVIOUS POSITION [] YEARS AND/OR [] MONTHS

PREVIOUS POSITION

PREVIOUS ORGANISATION

TOTAL YEARS IN MARKETING [] YEARS

TOTAL YEARS IN MANAGEMENT [] YEARS

EDUCATIONAL QUALIFICATIONS *You may select more than one*

[] NONE [] ADVANCED DIPLOMA [] GRADUATE CERTIFICATE

[] CERTIFICATE [] ASSOCIATE DEGREE [] GRADUATE DIPLOMA

[] ADVANCED CERTIFICATE [] BACHELOR DEGREE [] MASTERS DEGREE

[] DIPLOMA MAJOR *(please specify):* [] DOCTORATE DEGREE

CERTIFIED PRACTISING MARKETER PROGRAM

Are you interested in the Certified Practising Marketer (CPM) Program?

YES - PLEASE TICK HERE [] FOR FURTHER INFORMATION AND AN APPLICATION FORM.

ORGANISATION DETAILS

EMPLOYEES

[] < 10 [] 100 - 499 [] 5,000 - 9,999
 [] 10 - 49 [] 500 - 999 [] 10,000 +
 [] 50 - 99 [] 1,000 - 4,999

TURNOVER

[] < \$100K [] \$1M - \$5M [] \$100M - \$500M
 [] \$100K - \$500K [] \$5M - \$20M [] \$500M - \$1BN
 [] \$500K - \$1M [] \$20M - \$100M [] > \$1BN

COMPANY TYPE

[] LISTED PUBLIC [] GOVERNMENT [] PARTNERSHIP
 [] UNLISTED PUBLIC [] NON-PROFIT [] SOLE TRADER
 [] PROPRIETARY LIMITED [] ASSOCIATION

MAIN BUSINESS ACTIVITY

[] ADVERTISING [] GOVERNMENT/DEFENCE [] RETAIL
 [] COMMUNICATIONS [] HEALTH/COMMUNITY SERVICES [] SCIENCE/TECHNOLOGY
 [] CONSTRUCTION [] INFORMATION TECHNOLOGY [] SPORT/RECREATION
 [] CONSULTING [] MANUFACTURING [] TELECOMMUNICATIONS
 [] EDUCATION/TRAINING [] MEDIA/ENTERTAINMENT [] TOURISM/HOSPITALITY
 [] FINANCE/BANKING/ [] PRIMARY INDUSTRY [] TRANSPORT/LOGISTICS
 INSURANCE AND [] PROFESSIONAL SERVICES [] UTILITIES
 /SUPERANNUATION [] PROPERTY [] OTHER *(please specify):*
 [] FOOD/BEVERAGE [] PUBLISHING/PRINTING

MARKETING AREAS OF INTEREST *You may select more than one*

[] ADVERTISING [] EXPERIENTIAL MARKETING [] PROFESSIONAL SERVICES
 [] BUSINESS TO BUSINESS [] FINANCIAL SERVICES [] PUBLIC RELATIONS
 [] COMMUNICATIONS [] INCENTIVE MARKETING [] PUBLIC SECTOR
 [] CONSUMER [] INDUSTRIAL [] RETAIL
 [] DIRECT MARKETING [] INTERNET [] SERVICES
 [] E-BUSINESS [] MARKETING METRICS [] OTHER *(please specify):*
 [] ETHICS [] MARKET RESEARCH

DECLARATION *(! Please ensure you complete this Declaration)*

I hereby apply for membership of the Australian Marketing Institute (AMI) on the basis of the information provided on this form, and agree to accept the decision of the Institute on my eligibility for election to an appropriate grade of membership. If elected, I agree to abide by the Institute's Constitution and such alterations or amendments, including rates of subscription, as may be made from time to time; and also to abide by the provisions of the Institute's *Code of Professional Conduct*. I further acknowledge that the AMI is a Company Limited by Guarantee with liability limited to \$20 per member. I authorise the AMI to verify my qualifications or employment history by contacting any organisation or institution noted on this application, or by requiring me to submit such documents as considered necessary by the Institute. Anyone having given false information in order to obtain admission or upgrade with the Institute is liable for immediate expulsion.

SIGNATURE DATE

PAYMENT DETAILS *Australian Marketing Institute ABN 30 000 026 586. This form constitutes a Tax Invoice upon receipt of payment. All amounts include GST.*

[] GRADUATE: \$110 (ANNUAL MEMBERSHIP FEE - FIRST TWO (2) YEARS ONLY)

[] PROFESSIONAL: \$340 (APPLICATION FEE \$55 + ANNUAL MEMBERSHIP FEE \$285)

PAYMENT AMOUNT [\$] SPECIAL OFFER CODE *(if applicable)* []

[] CHEQUE PAYABLE TO AUSTRALIAN MARKETING INSTITUTE

[] CREDIT CARD [] AMEX [] VISA [] DINERS [] MASTERCARD

CREDIT CARD NUMBER EXPIRY

NAME ON CARD

SIGNATURE

The AMI collects personal information in connection with our role as the professional association for marketers. A copy of our Privacy Policy is on our website at www.ami.org.au



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The Australian Marketing Institute (AMI) is the professional body representing marketing in Australia.

Membership of the AMI means recognition of your career status and expertise.

Australian Marketing Institute membership is the only way you can apply for and retain the status of Certified Practising Marketer (CPM).

The Australian Marketing Institute offers:

- A respected and authoritative voice for the profession
- Strong advocacy of the highest standards in marketing
- The opportunity to achieve career advancement and enhanced credibility in the profession through professional development programs
- Access to the latest information on marketing practise
- Networking with fellow practitioners

For further information about the Australian Marketing Institute including Emerging Marketers, membership, workshops, conferences and calendar of events:

1300 737 445 | membership@ami.org.au | www.ami.org.au

PO Box 7443 Melbourne VIC 3004