

The logo for 'nimma' is displayed in a blue, cursive script. A solid red circle is positioned above the letter 'i'. The final letter 'a' is followed by a horizontal red bar that extends to the right. The background features a light blue grid and a faint image of people in a meeting.

nimma

40 jaar in het hart van de marketing

The Services SETA,
Sector Education & Training Authority

in cooperation with the:

NIMA,
Netherlands Institute of Marketing

Both:
EMC Partners

Mrs. Petra Claessen

Director NIMA *

Vice-Chairman, EMC **

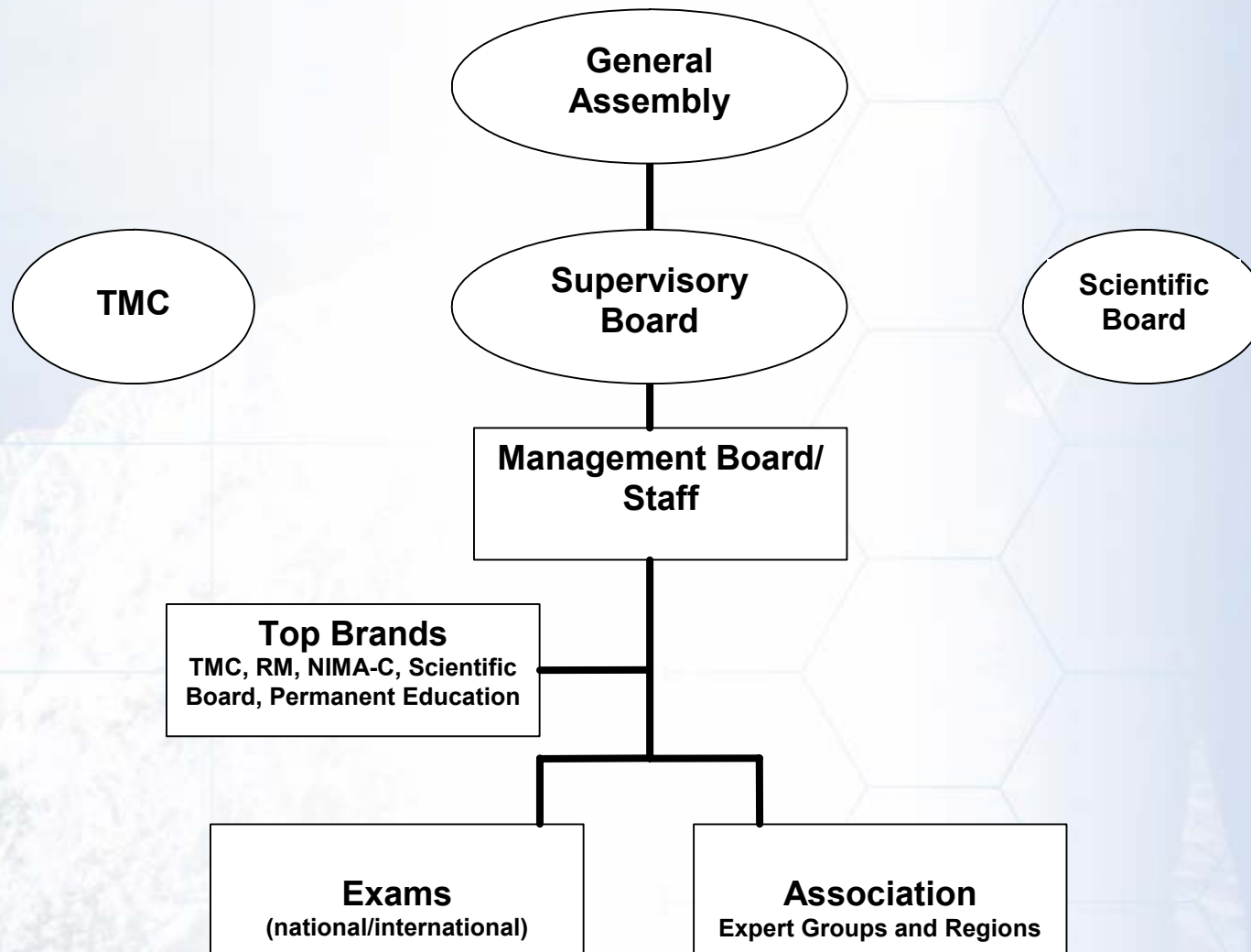
*** Netherlands Institute of Marketing**

**** European Marketing Confederation**

NIMA

- **Future of marketing**
- **Platform for Marketers**
- **Development Leadership of the Marketer**
- **Professionalising of the Marketing discipline**

NIMA Organisation structure 2006



NIMA 2006:

- **Dynamic markets, require strategic Marketers**
- **Connect marketing with social sciences (psychology, anthropology, sociology)**

Changing the power of marketing and the role of the Marketer

NIMA 2006

- **NIMA Top Institute for Marketing NL**
- **Securing Marketing on Boardlevel**
- **Increase TMC-Members: 41 companies**
- **Expand RM: 125**
- **Exams: Standard in Marketing**
- **Association: Marketers Registration**
- **Networking, sharing knowledge etc.**

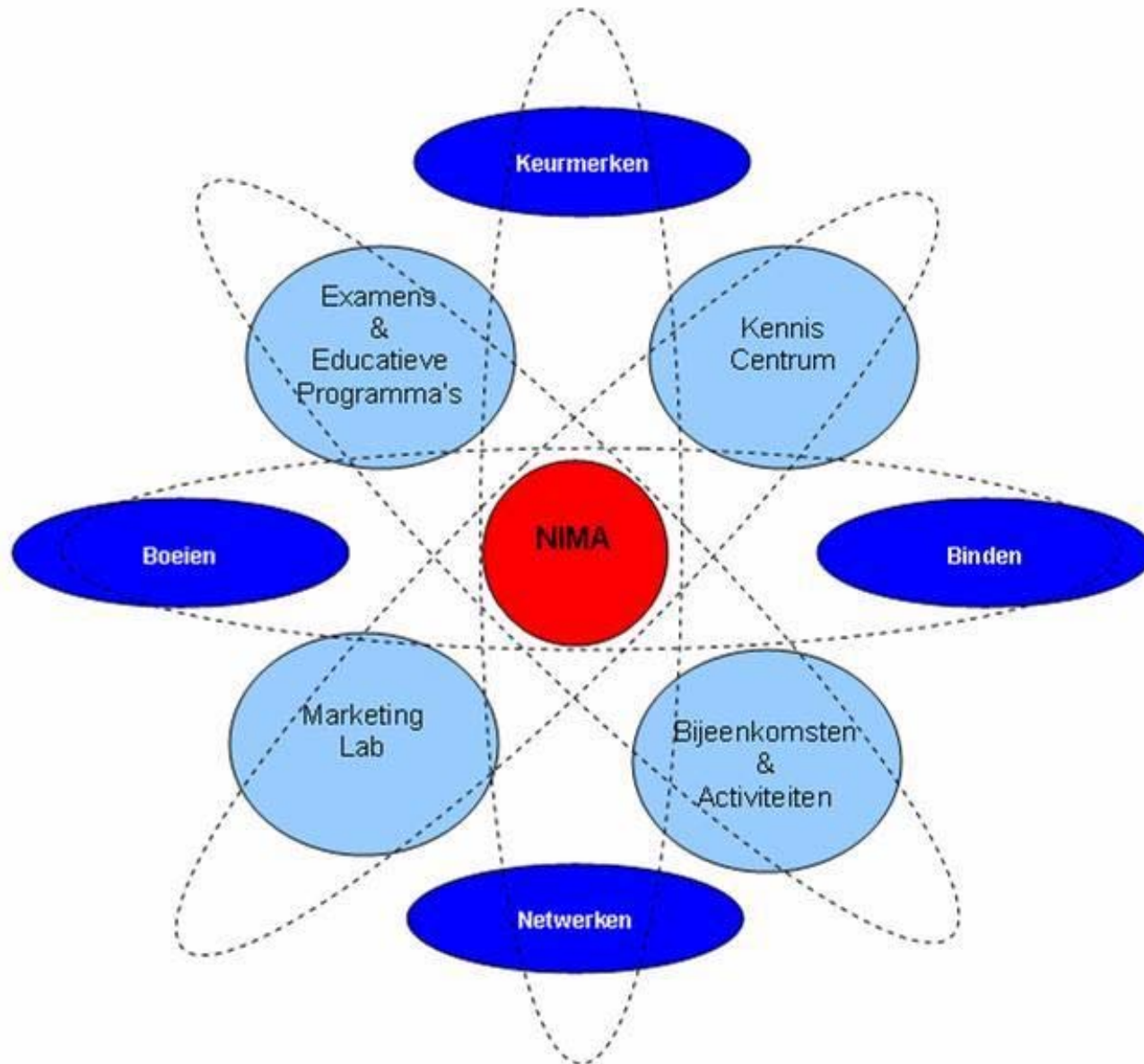
NIMA 2006

- **Building a bridge to the Companies**
- **Building a bridge to the Scientific world**
- **CEO/CMO/CFO ' s etc. meet Academics**

Strategic Goals NIMA 2007 - 2010

**Securing Quality marks & Networking
Fascinating marketers & Building up a strong Relationship**

NIMA: From Facilitator to Initiator



NIMA Top Brands

Fascination and Building up a strong relationship of Top Marketers through: “Marketing by Co – creation”, NIMA as the initiator in the Netherlands

- **Quality control of our networkmeetings & programs**
- **Working together => realisation NIMA strategic goals**
- **Quality requirements /standards RM**
- **Extending Certificates**
- **Development/ Innovation**

Goals NIMA Top Marketing Club

- **Marketing knowledge & sharing best practices**
- **Network only for Top Marketers**
- **Setting up the Marketing-Agenda in the NL**
- **NIMA belongs to Marketers**
- **Fun, creativity, meet & greet**

NIMA Top Marketing Club meetings: evaluation

- **Back to strategy**
- **Companies: sharing/bringing and taking**
- **Quality above Quantity**
- **No members who cannot discuss about strategic issues**

Conclusion:

- **building up a small Board**
- **Segmentation of the Market**
- **More Content-driven**

NIMA Top Marketing Club 2007 etc.

- **Content driven**
- **To bring in their own Cases/Best Practices**
- **Define the Future role of Marketing & Marketers**
- **Members TMC vs. members other NIMA partners**
- **Participants: Board level**
- **More balance between to bring and to take**
- **Basis NIMA Knowledge Center**

Partnership with the NIMA Top Marketing Club

- AD Nieuws Media
- Batenborch
- Bilderberg Groep
- Buena Vista International
- Campina
- Connexion
- Danone Nederland
- De Lotto
- Endemol
- Eneco
- Friesland Foods West Europa
- Grand Hotel Huis ter Duin
- Grolsch
- Heineken
- Holland Casino
- IBM Nederland
- Interpolis
- KPN Internet
- Nationale Nederlanden
- Neckermann
- Nederlands Bureau voor Toerisme & Congressen

- Novagraaf
- Ogilvy Amsterdam
- Philips DAP
- PricewaterhouseCoopers
- Postbank
- Rabobank
- Randstad
- Research International
- Robeco Groep
- Sanoma
- Sara Lee /DE
- Schouten & Nelissen
- TNS-NIPO
- TNT Post
- T-Mobile
- TomTom
- Unilever
- Wereld Natuur Fonds
- Wolters Noordhoff
- Xerox

Potentials:
Madurodam
SHELL
Akzo
DSM

NIMA Association

Fascinating, Binding and inspire Marketers to give Marketing a formal status through the NIMA Network meetings & Activities

- **Quality Guarantee**
- **Development of Membership structure**
- **To organise meetings**
- **Renewal & Innovation**

NIMA-Association

NIMA Regions & Expert groups

NIMA Expert Groups

- NIMA Direct Marketing
- NIMA Energie & Marketing
- NIMA Experience Marketing
- NIMA Food & Agrimarketing
- NIMA Healthcare
- NIMA Industrial Marketing
- NIMA Internal Branding
- Marketing Realerstate
Marketing and Building Industry
- NIMA Marketing and Services
- NIMA Brandmanagement
- NIMA P6 (HRM)
- NIMA Retailmarketing
- NIMA Sport & Leisure
- Marketing & Research
- Marketing & Horticulture
- Marketing in the field of Education
- Marketing in Financial Services

NIMA Marketing carrier

- NIMA Students
- Young NIMA Professionals
- NIMA-C Association

NIMA Regions

- Regio Nord East NL
- Regio Middle NL
- Regio West NL
- Regio South NL

In development 2007

- Woman & Entrepreneurship
- Marketing & Entrepreneurship
- City Marketing
- Marketing & Diversity
- Marketing & Media
- Marketing in the Creative Industry

NIMA-Exams

***To inspire and Innovate with NIMA Requirements:
In Exams en Education Programs***

- **Setting up quality standards**
- **Exams/development through Universities**
- **Development & Innovation**
- **International**

Goals NIMA Exams:

***NIMA- Diploma's as the standard
in Companies (national /international)***

**(Setting up Commercial Competence-profiles
in cooperation with the Companies/Universities)**

NIMA-Exams:

- **At several levels (A - C):**
 - Marketing
 - Communication
 - Sales
 - Marketing & Research
 - Marketing & Entrepreneurship
- **Exemption & EVC - traject**
- **Accreditation Programs: Universities/ Higher schools**
- **Accompany traject in Companies**

NIMA in Cooperation with:

- **Compagnies, SME, Multinationals, VNO - NCW**
- **Branches : SMA, MOA, NIBE/SVV, CMC, GVR, BVA, VEA, PRAGMA, SPOT, NIVE, STEM**
- **Participants from Stichting Examenchamber**
- **Education:**
 - Regular (Universities, Higherschools and Middle Schools)
 - Private (IPD, NCOI, SRM, LOI, ISBW, ICM etc.)
- **Participation in Board Higherschools in NL**
- **HBO - Board, MBO - Board**
- **Marketing Associations of Universities/Higher schools**
- **Diverse: VODW, VSB, MEC, Nyenrode, NIMBAS, TIAS, NCD, Chambers of Commerce etc.**

NIMA in Internationale cooperation:

- **Full member EMC, European Marketing Confederation**
- **Vice-Chairman EMC**
- **17 EMC partners in 16 countries**
- **European Parliament**
- **European Commission for Education & Accreditation**
- **SME Union**

European Recognition NIMA Diplomas:

Needed in Companies and for Candidates:

- **Validation of the Levels of Exams**
- **International recognition of Diplomas**
- **International use of NIMA Diplomas**

Conditions International Recognition:

NIMA- Exams:

- **State-of-the art**
- **Qualified in Professions**
- **Based on Internationale Profession-profiles**
- **“Evidence” quality of working in Companies**
- **Independent traject education & examination**
- **Internal quality control (auditing)**

NIMA 2012

(International) Institute of Marketing and Strategy

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In all circumstances:

“Proud to be NIMA”