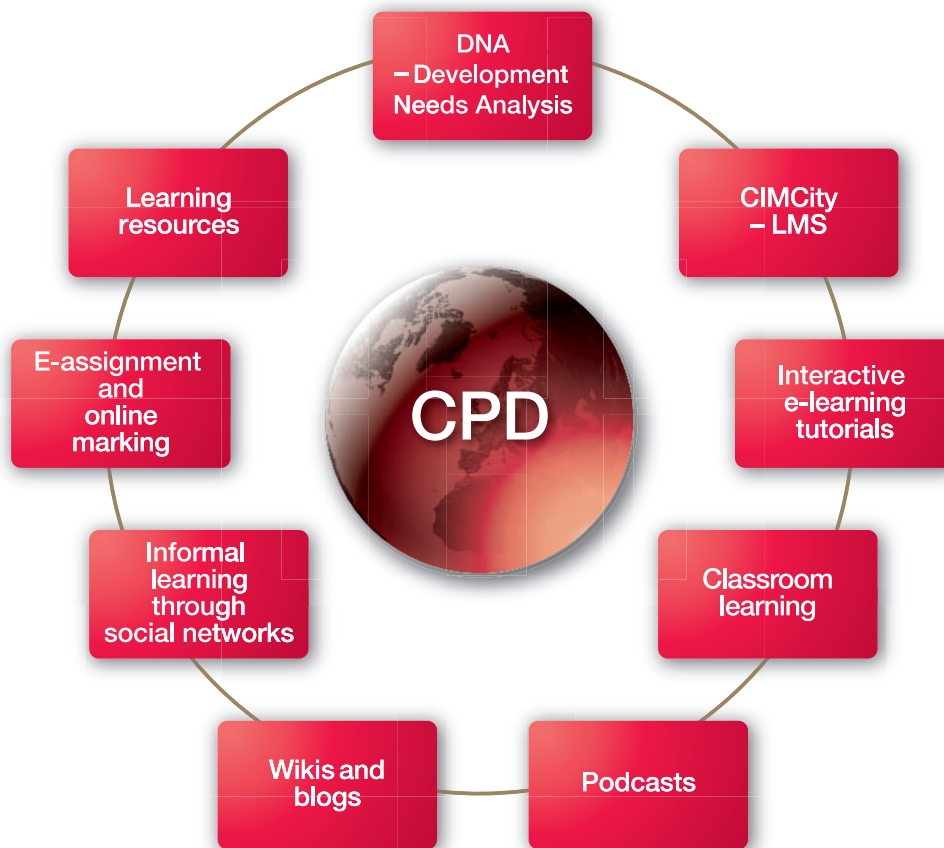




The Chartered
Institute of Marketing

CIMWorld - the gateway to a new learning environment

CIMWorld is a virtual learning management solution designed to drive marketing and sales capability. It is the latest development in e-learning technologies from The Chartered Institute of Marketing (CIM) and has been created to deliver high quality learning content and learning management resources straight to the desktop.



Our world is changing

In an increasingly technology-driven world, where business communities are becoming ever more dispersed, learning styles and content delivery methods are evolving to meet the needs of a new generation.

And now, the economic downturn has put increased pressure on marketing and sales professionals, who are faced with meeting challenging commercial demands in a context of significant time pressures, squeezed travel budgets and a need to demonstrate a return on investment from all business-related activities.

Evidence clearly shows that now, more than ever, ensuring that your marketing and sales teams have all the key skills required to create sustainable competitive advantage and deliver on business objectives is critical.

Well trained and highly competent marketing and sales teams, fully equipped to drive your business forward and able to exploit short and long-term commercial opportunities, are a major force to achieving success for your organisation.

Tailored and Customised Learning

Drive improved marketing and sales capability

CIMWorld creates a close-knit virtual community of geographically dispersed learners within your organisation with subject matter experts from our 80-strong faculty of course directors. It brings together a wide range of resources and functionality, creating a rich end-to-end e-learning environment for marketing and sales.

CIMWorld allows users to tap into the best of what The Chartered Institute of Marketing has to offer, in a completely new and flexible way that will add value to your business.

Benefits of CIMWorld to your organisation include:

- **The reach of learning is extended**
- **The consistency of the learning experience across your people is improved and increased**
- **Flexibility that saves time and reduces the cost of learning interventions**
- **Your teams are brought together through the facilitation of the dynamic exchange of ideas between virtual teams**

In addition, CIMWorld can provide:

- **The option of an end-to-end solution** – from identifying skills gaps, through targeted training, learning management, feedback and evaluation – all accessible via a single source.
- **Access to cutting-edge tools and resources** not seen in the traditional classroom that add real value to the online learning experience.
- **Integration with other e-learning solutions**
- **A blended academy** – we can work with organisations to create a blended academy, at a fraction of the cost of starting from scratch. As a unique co-branded environment, this optimizes selected relevant content and resources from the CIMWorld suite of options, with a series of classroom interventions.
- **Reduced carbon footprint** – many organisations are also choosing online learning as an effective way to reduce their carbon footprint, as it can significantly reduce the need for travel and lowers the use of consumables.

CPD – at the heart of CIMWorld

Continuing professional development (CPD) sits at the heart of CIMWorld. It is the systematic maintenance and improvement of knowledge, skills and competence, and the enhancement of learning undertaken by individuals throughout their career. CPD is vital in an increasingly networked world and its importance cannot be overstated in the creation of marketing and sales professionals that are best placed to drive business performance.

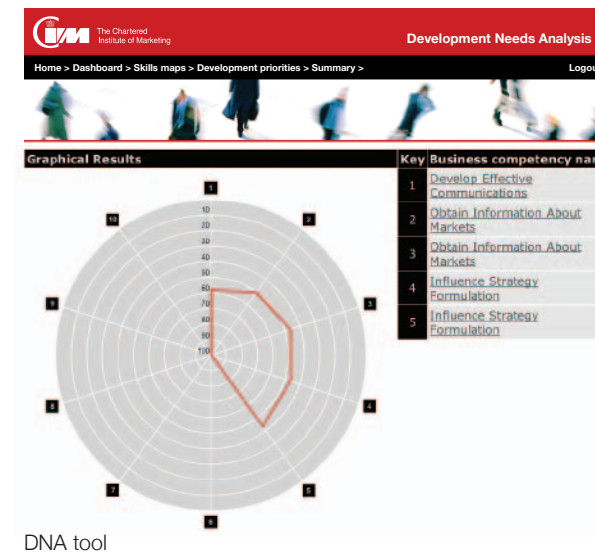


Chartered CPD Programme

A new CIMWorld at your fingertips

Through CIMWorld you can access:

- **DNA – Development Needs Analysis tool**
This unique diagnostic tool helps identify skills gaps for individuals and areas of strengths and weaknesses in marketing and sales teams. Configured to the Professional Marketing Standards, the National Occupational Standards for the Marketing and Sales industries, or your own set of competencies, the DNA tool enables organisations to focus training where needed, whilst optimizing L&D budgets.



DNA tool

- **CIMCity**
A cost effective learning management system that can target e-learning to teams worldwide, whilst fostering collaboration, and allow for tracking of individual progress.
- **Learning resources**
Access to an extensive range of information resources including journal articles, research, interactive guides, hints and tips as well as related websites to guide the user through their learning experience.
- **E-Content**
A wide range of high quality course-related content that has been specifically adapted for the e-learning environment.

- **Classroom learning**
We can provide virtual classrooms, combining the convenience of online learning with the engagement and support of a traditional classroom setting, at a fraction of the cost. We can deliver more traditional face to face teaching, or use a mix of the two, depending on your overall requirements.



Virtual classroom example

- **Wikis and blogs**
Dynamic web pages that are great for information sharing and for use on project collaboration.



Wiki example

- **E-assignment and online marking platform**
Learners participating in qualifications programmes are able to quickly and easily submit assignments online and gain feedback from course directors.
- **Podcasts and vodcasts**
Users are able to listen to podcasts and watch vodcasts that link with their study programmes and stimulate thinking around current and practical examples.
- **Informal learning**
Exposes delegates to additional information through social networking sites such as YouTube, Twitter and LinkedIn, allowing collaboration via less formal methods.

To find out more or to arrange a free consultation with an experienced CIM Account Director, where we can discuss configuring the CIMWorld components to your exact requirements, contact us: | **+44 (0)1628 427250** | **team@cim.co.uk** | **www.cim.co.uk/team**

Use the best of what we have to offer

The Chartered Institute of Marketing is the leading international body for marketing and sales. We are renowned for setting definitive professional standards and competency frameworks. Our high quality qualifications and training programmes are widely recognised and the vast array of up-to-date information resources we provide access to is second to none.

Through all of these we exist to help organisations be the best they can be by working with them to realise the full potential of their marketing and sales teams.

Enhance your capability today

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