



For office use only :				

Application for HKIM Register of Marketing Trainers

Sustaining Marketing Expertise

As the professional body representing all marketing practitioners and educators in Hong Kong, the Institute has a huge reserve of experts among our members in almost every marketing specialisation. Many of them are trainers, educators or consultants in trade. Still more are in senior management that can be tapped for training purposes. To facilitate the dissemination of marketing knowledge and to accommodate the training needs of our members and that of potential outside clients, we are launching the HKIM Register of Marketing Trainers.

The HKIM Register of Marketing Trainers is a database of marketing professionals interested in sharing their expertise through HKIM programmes and to outside clients. When we receive enquiries for referral of marketing trainers, this database will be used to short-list candidates for recommendation to potential clients.

Register Today and Start Sharing Your Expertise

If you are able to deliver seminars, workshops, conferences or other experience sharing activities, we welcome you to become a Registered Marketing Trainer with us. Please fill in the form below and return it to the HKIM office. A familiarization session will then be held with the trainers to establish areas of expertise, programme outlines and fees structure, etc. For HKIM functions a training fee/honorarium may be offered.

The database will be kept confidential. Information of our Registered Trainers will only be released to outside parties upon consents of the relevant member. The registration is valid for one year, renewable by mutual agreement, and is free of charge for HKIM members.

Information collected through this form will be used for administrative purposes by the Institute.

Please complete the form in BLOCK letters and attach your CV.

My Marketing Expertise (*Tick as many areas as applicable)

<input type="checkbox"/> Advertising	<input type="checkbox"/> CRM / Customer Services	<input type="checkbox"/> PR / Media Relations	<input type="checkbox"/> Service Marketing
<input type="checkbox"/> B2B Marketing	<input type="checkbox"/> Distribution Planning/Management	<input type="checkbox"/> Product Development	<input type="checkbox"/> Social Media Marketing
<input type="checkbox"/> B2C Marketing	<input type="checkbox"/> e-Commerce	<input type="checkbox"/> Promotion	<input type="checkbox"/> Strategic Marketing Planning
<input type="checkbox"/> Branding/Brand Management	<input type="checkbox"/> Events Planning/Management	<input type="checkbox"/> Research	<input type="checkbox"/> Strategic Marketing Management
<input type="checkbox"/> China Marketing	<input type="checkbox"/> Negotiation	<input type="checkbox"/> Retail Marketing	<input type="checkbox"/> Others
<input type="checkbox"/> Consumer Behaviour	<input type="checkbox"/> Pricing	<input type="checkbox"/> Selling / Sales Management	
<input type="checkbox"/> Trade Specific Topics, please specify			

1. Personal details

Please use the same name as registered for HKIM membership.

Title: Mr. / Ms. / Dr. (Delete as appropriate)

	中文姓名
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Surname

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Forenames

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HKIM Membership Grade

HKIM Membership Number

2. Contact details

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Flat / Room

Floor

Block / Name of building

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Number and name of street and/or estate

	Hong Kong / Kowloon / New Territories (Delete as appropriate)
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District

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Mobile No.

Day Time Phone No.

Fax No.

Contact emails

Primary email for regular contact

Additional email

3. Your current appointment

Name of Organisation

Job title

Your marketing management responsibilities (You may include no. of staff and budget managed by you)

4. Previous marketing work experience (in reversed chronological order)

Please attach copies of reference letters.

(No need to fill in this section, if there is no change from the time you signed up as HKIM member)

From	To	Company	Position held	Marketing Management Responsibilities

5. Your educational background & professional affiliations (in reversed chronological order)

Please attach copies of certificates.

(No need to fill in this section, if there is no change from the time you signed up as HKIM member)

From	To	Institute or professional body	Qualification or membership	Major or concentration

6. Our mutual agreement

By having my name listed on the HKIM Register of Marketing Trainers, I agree that HKIM may match my personal information against training plans of HKIM or the training needs of potential external clients. I declare the information supplied on this form and in my CV is factual. I agree that a summary of my qualifications and experience may be released to potential clients if so requested.

Signature

Date

What's next...?

Please return the completed form with academic certificates and references to:

By mail or in-person

Membership Committee
Hong Kong Institute of Marketing
3/F, 88 Commercial Building
28-34 Wing Lok Street, Sheung Wan, Hong Kong

By fax

Membership Committee
Hong Kong Institute of Marketing
Fax : 2881 6057

For enquiry

Tel : 2881 6682
Fax : 2881 6057
Email : membership@hkim.org.hk
Website : www.hkim.org.hk