



The Chartered
Institute of Marketing

2011: BUILDING ON



YEARS OF
MARKETING
AND SALES
LEADERSHIP



09/10 annual review

The Chartered Institute of Marketing

09/10
annual
review

As the world's largest organisation for professional marketers we play a key role in developing and representing our profession.

Wherever you are in your career, we can help. The latest skills, the most industry-relevant qualifications, support with your professional development and the best knowledge repository of research-based information are all available to members of The Chartered Institute of Marketing. We can also connect you to a vast network of professional marketers with experience and contacts across all sectors.

**“developing
the marketing
profession
and its
people”**

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president's



Sir Paul Judge FCIM
President

Sir Paul Judge was appointed President in January 2008. Sir Paul is a well-known advocate of professional standards within the marketing profession and has extensive experience of senior business leadership in both the private and public sector. He is a director of a number of public companies in the UK, US and South Africa. He is the key benefactor of the Judge Business School at the University of Cambridge and has honorary degrees from Cambridge, Westminster and City universities.

The Institute has been operating this year in the aftermath of what has been the worst global economic downturn for more than a generation. There is little doubt that the effects of this economic turbulence have played out across all business sectors and against this backdrop marketing organisations have sadly in many cases not followed their own advice to invest when the recession comes to an end.

During these difficult times the Institute has faced some of its biggest challenges, some of which continue as it restructures. The majority of the industry and marketing profession has reduced its discretionary spend not only on marketing activities directly but also on professional development and qualifications. I am however pleased to note that there are signs of the more forward-looking companies starting to invest in their employees once again.

report

I am delighted that the Institute's Continuing Professional Development programme continues to grow and that we offer a proven framework of professional development leading to the eventual goal of Chartered Marketer status. This has been supported largely by employer engagement as we have improved our training offerings to become more employee friendly – digital marketing and virtual learning being the chosen way forward.

The Institute's new portfolio of qualifications is proving to be successful and a testament to all those involved. The distinguishing feature of the Institute's qualifications is that they are directly mapped to our professional marketing standards which have been carefully developed through wide consultation and government support over the past few years.

The Institute continues to work tirelessly in co-operation with the Professional Management Council, representing all the leading management and leadership professional bodies, and firmly holds its place as one of the major advocates of good practice.

I congratulate the Board of Trustees and the Executive for remaining true to the Objects of the Royal Charter and continuing to provide the membership and industry with a truly stimulating organisation.

Sir Paul Judge FCIM
President

chairman's



Chris Lenton DipM, FCIM,
FCCA, FCIS, Chartered Marketer
Chairman

Chris Lenton was elected as Chairman in January 2008. He is also the current Chairman of the London Academy of Professional Education and Research, a large business educational group, whose international operations are centred in London. Chris is the senior partner in a business consultancy practice, which he formed in 1988 and was a former Director and CEO of the Institute.

A challenging year

As we emerge from recession in the UK and many other parts of the globe, our focus becomes one of building our way back to a position of growth. Despite the difficult times of the past year or so, and some disappointing results, you will find within the pages of this report a number of positive achievements that we can all be proud of.

I am pleased to be able to report that actual professional membership is up 2% year on year. The focus of this rise is seen internationally with a 6% increase. The launch of our new suite of qualifications has confirmed our belief that they marry academic rigour with the practical abilities for planning, managing, executing and measuring marketing campaigns that businesses want to see from their professional marketers. Introducing an increase of exam diets has widened the opportunity for students to spread their studies, and ultimately, their assessments. Whilst initially having an adverse effect on bookings, it is forecast to see some revival over the next 12 months.

I think it is important to note that the Board, 12 months ago, reviewed the Institute's forecasts which showed that the economic outlook internationally remained unchanged, that there was no growth in world

report

economies and the UK economy in particular was in decline. Whilst we set in motion some significant cost reductions we decided as a Board to maintain our investment in research, membership, regions, branches and groups. The overall deficit should be reviewed in this light.

Progress

We have maintained our support for the membership this year, but it's unavoidable that, in common with many other companies, we have had to make several cuts; many of which will have their full effect felt in the next financial year. A clear effect of the recession has been the drop in training income, caused as companies postpone or cancel their training allocations to respond to challenging times. As I write, however, this has begun to turn round with positive developments in the Learning and Development business.

The Future

But what of the future? The Board has approved a new operating plan for growth for the current year and has prioritised our international investment. This primarily centred in East Africa, Sri Lanka and Hong Kong. We need to grow our student member base and persuade those working in the profession to have a relationship with us. This relationship can take many forms including membership. But the profession will decide what it wants from an organisation such as us. It is believed that our future success will attract more marketers towards us and that our influence, support and standing will convince them that their relationship should be long term.

The Board and the marketing community

My main aim is to continue to work with the Board offering leadership and guidance. I spend much of my time with the membership, supporting them in their needs and wants and dealing with issues and, their concerns.

The recent explosion in social media platforms has created an open community where everyone can have a voice and express their opinions without censorship. I fully support this environment and am actively engaged on several forums. I want to know what the members' concerns are and, although the nature of the organisation is that we cannot please everyone all of the time, I make it my priority to ensure that these comments, suggestions and alternative strategies are fed into the planning system. I support the continued pursuance of our Charter objectives and ensure that we try to remain at the heart of marketing for our members, both in the UK and internationally.

Chris Lenton
DipM, FCIM, FCCA, FCIS, Chartered Marketer
Chairman

learn

We deliver accredited, practice-based qualifications through our UK and international study centre network, and offer industry-proven marketing and sales training courses.

Awards

This was a year for our new awards to be consolidated, with the new qualifications in the UK market gaining respect and credibility. The redesign of the new syllabus has managed to create a direct relationship between learning and the realities of a marketing role: assessments are related to a marketing professional's roles and responsibilities at each level.

Recent figures from the Institute's studying member survey has shown that 94% of the respondents would recommend studying for a CIM qualification to someone else and 85% believe their CIM qualification will improve their employment prospects. These are powerful figures that indicate CIM qualifications are increasingly recognised by business as being a benchmark of practical ability as well as academic excellence.

In the UK, quality of teaching and resources remains a key focus for study centre management. To enable this two new types of training for tutors have been introduced: Blended Learning Masterclass and New Tutor Induction training.

International

A focus on face-to-face tutor training in key markets such as Ghana, Zambia, Kenya and Sri Lanka is starting to show results. Assessment results for Ghana are improving, while studying member numbers in Zambia have increased by approximately 50% over the last year. This increase was supported by a series of presentations to large corporates regarding the value of employing CIM-qualified marketers.

Direct learning

Our marketing, sales and business courses attracted 3,029 delegate bookings this year, although inevitably there has been a reduction as companies reduce their training expenditure as a result of the recession. Nevertheless, our courses in digital have proved extremely popular, accounting for some 21% of overall bookings (compared to 15% in 2008-9). This increase is as a result of a thorough review and expansion of our digital offering. Satisfaction rates remain at a premium, with 9 out of 10 delegates either very satisfied or extremely satisfied with their course.

As well as the extended digital section, a partnership with Dr. Foster Intelligence was established to deliver new courses focused on the specific needs of NHS, and financial analysis and budgeting skills for marketers. In 2010-11 new courses for senior managers, an expanded product management section and a new format intensive marketing bootcamp will all be introduced.

Further successes include the new Virtual Academy, and the launch of the CAM Digital Awards. Both of these provide an innovative and popular online environment for studying qualifications. The online diagnosis of staff training needs with our DNA tool has successfully helped corporates to make the best use of their training budget and develop professional skills.

CPD

As of the end of June 2010, 41% of our entire membership is now registered on the Chartered CPD programme. This is up 11 percentage points from June 2009. There was a peak of 5,579 Chartered Marketers over the year, which is a year-on-year increase of 9 percentage points from the same period last year.

develop

Increasingly recognised by the UK government as the voice of marketing, we set standards within the industry and are the first port of call for marketing information, knowledge and insight. And provide the route for marketers to achieve Chartered Marketer status.

Thought leadership

We have been able to increase our membership benefit offerings through the thought leadership papers we publish and a number of ongoing research projects that are attracting significant attention. The Marketing Transformation Leadership Forum is an independent think tank in association with Thomson Reuters, consisting of marketing leaders from some of the world's largest organisations, which helps drive change and progress in marketing. A series of CPD webcasts has been launched this year, so far covering subjects such as digital marketing, social marketing and customer engagement. These broadcasts have had impressive registration numbers, with over 1,500 people viewing the social marketing broadcast. Several white papers were published over the year, including the highly successful 'What hasn't happened yet: the shape of digital to come.'

Communication channels

We have been actively engaged in social media this year with a new series of regular blogs from respected marketing commentators and experts, and a lively forum to generate debate and increase knowledge amongst members. Our broader range of marketing resources includes approximately 3,000 journals in full text that members have access to, along with UK, US and world newspapers, over 10,000 company reports and over 1,400 country reports. There was an 11.8% increase on searches from the e-library this year. Our 'Cutting Edge' alert service is emailed to 11,000 members. The Marketing Trends Survey continues to be an invaluable barometer of the views of marketers, as does the Croner Rewards Survey.

The Marketer continues to enhance the reputation of the Institute and is recognised as a valued member benefit. The total average ABC audited net circulation is now 35,484, which is higher than that of 'Marketing' (24,993) or 'Marketing Week' (29,266). Some 39,200 non-member professional marketers subscribe to *The Marketer* Monthly e-newsletter as well as 30,542 members. 89% of the member readership say the magazine enhances their enjoyment of being a member.

belong

Being a member means being part of something bigger: an internationally recognised community of professional marketers who exchange ideas and experience. We help our members to continuously improve their skills and knowledge.

Increasing figures

Our community of professional marketers has continued to increase following twelve months of consecutive growth, with June ending with a 2% actual increase compared to the previous year, and volume of 24,259 professional members that was last seen in June 2006. Growth has remained strong internationally at 6%. Two new Groups were launched this financial year, in Malta and Malawi.

We want to listen to what our members want and then adjust our offerings accordingly, and members can help us do this by completing our annual survey and build on the changes we have made since the last survey results.

This year a new market interest group (MIG), the Social Marketing Group was launched. Its aim is to raise the profile, understanding and take-up of social marketing for positive behaviour change, and to encourage the application of its principles among CIM members, practitioners and other professional marketers. There are still a number of sectors without a specific MIG; this is something we hope to address in the coming financial year.

Regions

The final re-alignment of regional boundaries, initiated in the last financial year, was completed. A new branch covering Lincolnshire was created, satisfying local demand.

Regions and branches are now engaging and establishing links more closely than ever before with professional marketers working in specific sectors that exist within their regions. Additionally, the branches are expanding their sharing of knowledge, either through mentoring schemes or via more networking events such as 'Meet with Drinks'. These are promoted across various social media.

Many successful regional events have been held including the East of England Digital Conference and the Welsh Canmol awards.

Events and Moor Hall

A strong proactive Moor Hall sales campaign attracted several new blue chip clients, including the biggest spend residential conference in June which was worth £74,000. This contributed to June being the most successful month in terms of revenue generation. Customer retention remained at over 40% despite the recession. The last-minute bedroom business grew significantly in 2009-10.

Corporate Family Fun Days is a new business stream that has been further developed during 2009-10 with companies hiring the whole of Moor Hall to thank and motivate their staff and families. We also developed Exclusive Private Dining, which has been well received.

Moor Hall continued to develop its team with customer care and sales training. This is reflected in some excellent client feedback that Moor Hall has received this year.

get ahead...

In an increasingly competitive environment, employers are looking for marketers who can show they have the knowledge and practical experience to deliver. We help marketers across the world to develop, demonstrate and deliver their skills.

Setting the standards

As the world's leading professional marketing organisation, we define the marketing standards for the UK. What's more, we are the global champion of best marketing practice directly mapped to the government's National Occupational Standards for Marketing and Sales.

“How much faith would you have in an unqualified accountant, solicitor or architect? The same principle applies to marketing.”

From theory into practice

We talk to employers every day about the skills, knowledge and competencies they require; then we use their feedback to shape the syllabus for our globally-recognised qualifications. Similarly, our highly respected training courses combine real world experience with cutting-edge theory to give you the practical skills you need to succeed.

Getting connected

Networking is vital to your business – and we provide an infrastructure that will enable you to make professional and personal contacts on a local, regional, national and international level. Plus, a direct line to all the marketing information, tools and resources you will need.

Your team and ours

We work with organisations of all sizes to develop their marketing teams. By identifying skills gaps, developing a competency framework, setting up an in-house marketing or sales academy or building a bespoke training solution or accredited programme, we can help you to enhance your team's performance.

...and stay ahead

Why are we so strongly committed to continuing professional development? Because we firmly believe that all marketers should have the most relevant, up-to-date skills for the job – and a clear way of demonstrating them.

“Active participation in our Chartered CPD Programme can lead you to achieving Chartered Marketer status.”

Each time you take part in an activity – whether it's training, networking or research – our CPD programme means that you will receive tangible proof of your commitment to ongoing development: proof that will be recognised by current and potential employers.

Some activities you may already be doing, like studying, reading business articles and attending events such as our Annual National Conference. Others you may wish to do in the future as you maintain and build your skills. All these can be provided by, and recorded by, The Chartered Institute of Marketing – giving you an individual record of personal development.

Further active participation in the programme could then lead to you achieving Chartered Marketer status: the mark of an up-to-date, experienced and qualified professional – and the ultimate accolade for marketers.

www.cim.co.uk/charteredcpd

Moor Hall Conference Centre

Moor Hall in Berkshire is the home of The Chartered Institute of Marketing. As well as being a base for our staff and operations, it is also the location of our direct study centre, CIM Academy. And as a former manor house with extensive gardens, state-of-the-art facilities and 80 bedrooms, it is a popular venue for corporate and private hire.

chief executive's



Roderick E. Wilkes DipM, Hon FCIM, FloD, FCMI, FCAM, FRSA, Chartered Marketer
Chief Executive

Rod Wilkes has had a senior business career spanning forty years, including marketing and general management experience with GKN, Bridon Group, Ellison Group, Senior Engineering and, latterly, Phoenix Metal Products.

No stranger to the Institute, Rod took up his latest role as Chief Executive in January 2007, although he has been a Member for many years and was Chairman in 1994, which followed the posts of Vice Chairman and Treasurer. He also continues his Trusteeship of the Institute's Benevolent Fund.

Rod is a Liveryman of the Worshipful Company of Marketors and Freeman of the City of London.

Our marketing century in 2011 will mark a new beginning in the development of the Institute. Many of the strategic goals of the Institute are coming to fruition, despite the last couple of years being difficult in the economic environment, and challenging, as we address changes in the educational context.

Increasingly, companies recognise the value of professional qualifications because they provide a seal of assurance that they are employing people with the necessary skills. The Institute now supports a membership base of approximately 41,000 in some 130 countries, and I am pleased and proud to be able to report that 41% of the membership is now on the CPD programme. This is

view

an impressive figure and the team deserves full credit for making this happen. The number of Chartered Marketers also continues to increase year-on-year.

The Institute's priority remains to support the development of professional marketing and marketers. This purpose has renewed vigour in our centenary year because more people than ever before are engaged in marketing and its significance and potential impact have never been greater. I am pleased that despite difficult times, the future for the Institute is bright and we are beginning to see the re-emergence into growth. Our international membership is increasing healthily, we continue to lobby on behalf of members, we have embraced social media and are feeding back the results into our offerings, and we continue to expand our portfolio of training courses. I am very proud to lead the Institute into its centenary year, and hope to help create a legacy to be proud of.

Roderick E. Wilkes
DipM, Hon FCIM, FloD, FCMI, FCAM, FRSA, Chartered Marketer
Chief Executive

100 years of innovation

Since it was founded in 1911, The Chartered Institute of Marketing has continually broken new ground. Not only were we the world's first marketing organisation, we were also the first to offer professional marketing qualifications and the first to be granted a Royal Charter. Now, our industry-leading training, qualifications and continuing professional development (CPD) programme continue to set standards within the industry.

One of our key aims is to set high standards of integrity and practice within the industry. It is important that these values should also extend to the way we conduct our affairs – not only with our members and the industry, but also with our staff, our suppliers and our local community.

Marketing for good

The key challenge of sustainability is winning hearts and minds. It takes great persuasive power to encourage people to forsake short-term gain for the benefit of long-term goals. As marketers, we are experts in assessing consumer and corporate behaviour, and encouraging the changes that are necessary to reduce the use of scarce resources and the production of harmful emissions. As thought leaders in social marketing, we have continued to develop skills in this area by supporting the first ever World Social Marketing Conference and producing a key paper on the subject.

Printing matters

As an example we frequently audit the amount of printed material we produce each year and look at ways to limit its potential damage to the environment in three ways: reducing the quantity, altering the way we produce it and changing the material it is printed on.

responsibly

The audits reveal that – in order to service our 41,000 members as well as attract new ones – we produce over one million pieces of literature each year. We examined and implemented ways to lower this figure. By introducing measures such as email distribution of research papers we have reduced the quantity of printed matter year-on-year by 12.5%.

We have also ensured that the literature we produced this year is printed on Forestry Stewardship Council (FSC) certified paper, which guarantees it is sourced from sustainable forests that operate according to strict guidelines.

Local communities

We believe in using our resources to support local communities and causes. We provided free use of Moor Hall to Thames Hospicecare, which works with local families affected by cancer and other life-limiting illnesses. We also make donations to Cookham Christmas Lights, Maidenhead Christmas Day lunch (for those who would otherwise be alone at Christmas) and to The Royal Borough of Windsor and Maidenhead's Mayor's Benevolent Fund.

The Institute's own Benevolent Fund was set up to help those members who are suffering from financial hardship, often driven by poor health. Although the contributions it makes are strictly confidential, we can report that it has continued this year to help members of the profession in hardship.

Our people

The Institute aims to help and encourage each individual to fulfil his or her potential in terms of personal development and professional skills. Just as the Institute connects with a variety of people, places and cultures around the world, so it is our policy to treat all job applicants and staff members without bias or favour, regardless of age, ethnic origin, physical ability, race, sex or sexual orientation.

financial

Overall results

The financial statements for 2010 include the two subsidiaries of The Chartered Institute of Marketing: CIM Holdings Limited and The Communication, Advertising and Marketing Foundation Limited, and the international branches of Hong Kong, Sri Lanka and Singapore.

Income fell by 8.5% to £14.9m compared to the previous year; all income streams have been affected with the greatest impact in Learning and Development, however this is a slowing of the decline experienced in the prior year. Overall expenditure reduced by 6% primarily due a reduction in direct costs; the structure of the new syllabi and no development fees required in Education; lower regional event expenditure in Membership; and cost of sales in Learning and Development.

The consolidated result for the Institute was a trading deficit of £832k (2009: £510k) and after taxation and an actuarial gain the resulting reduction in funds was £393k.

Statement of Financial Activities

Education and Membership combined revenue of £9m is derived from assessment revenue, student and professional membership fees, which is a decline of 5.7%. This is due to the number of assessments taken and student membership. This was also the first financial year where the new exam structure of four full boards per year took place and hence we are experiencing a levelling out of the number of sittings at each exam board. Professional membership remained constant due to the success of the Chartered CPD Programme which covers 41% of our total membership base.

Learning and Development comprises of marketing and sales training either tailored to companies needs or open courses and the Marketing Bookshop. The market needs have been assessed and new courses and programmes developed to suit; we now offer virtual classrooms for delivery of our qualifications through the CIM Academy, and we have increased our focus on digital courses.

Moor Hall Conference Centre income declined by 5% against

report

Sally Mahoney FCCA
Director of Finance
The Chartered Institute of Marketing

the previous year, although again this is a stemming of the decline in the previous year; 68% of business came from either repeat business or from word of mouth recommendations by other clients.

Costs of £15.7m decreased by 6% with the focus maintained on ensuring we operate in accordance with our Royal Charter. Investment was maintained in all our international Branches and Regions, Research, and developing the CPD offering to our members. Internally, organisational restructuring continued to ensure each area is functioning efficiently and effectively, investigations began into a replacement for the CRM system and enhancements made to fully utilise the facilities of Moor Hall.

Balance Sheet

Total capital expenditure was £197k primarily due to the development of e-content and learning programs for the revised syllabus for the Diploma in Marketing and improvements to IT infrastructure. With the depreciation charge for historic assets outstripping current spend, the overall net book value fell to £5.6m.

Net current liabilities increased by £824k due to a reduction in the cash balance and an increase in deferred income; this increase is derived from increased advanced bookings in Learning and Development and subscription fees compared to the prior year.

The accumulated fund as at 30 June 2010 was £1,164k (2009: £1,557k) – with the fund significantly reduced by the long term liability of the Defined Benefit Pension Scheme of £2,435k.

Summary and outlook

Our aim to return the Institute to surplus could not be achieved this year. However, CIM remains in a good financial position as we own Moor Hall, we have a myriad of income streams within each business unit and we have very little debt. We forecast a modest operating surplus by the end of June 2011.

Consolidated statement of financial activities For the year ended 30 June 2010

	2010 Total Funds £'000s	2009 Total Funds £'000s
Incoming Resources		
Education Services	3,371	3,682
Membership Services	5,684	5,917
Learning and Development Services	4,592	5,364
Conference Centre Services	1,260	1,328
Total Incoming Resources	14,907	16,291
Expenditure		
Education Services	3,110	3,250
Membership Services	5,871	6,140
Learning and Development Services	4,865	5,925
Conference Centre Services	1,826	1,419
Governance Costs	67	67
Total Expenditure	15,739	16,801
Net Outgoing Resources		
Before Taxation	(832)	(510)
Taxation	(9)	184
Net Outgoing Resources for the Year	(841)	(326)
Actuarial gain/loss on Defined Benefit Scheme	514	(29)
Deferred tax (credit)/debit in respect of Defined Benefit Scheme Liability	(66)	4
Net Movement in Funds	(393)	(351)
Total Funds Brought Forward	1,557	1,908
Total Funds Carried Forward	1,164	1,557

statement

Consolidated balance sheet As at 30 June 2010

	2010 Group £'000s	2010 Institute £'000s	2009 Group £'000s	2009 Institute £'000s
Fixed Assets				
Tangible Assets	5,562	3,638	5,852	3,730
Investments	—	4	—	1,754
	5,562	3,642	5,852	5,484
Current Assets				
Stocks	59	11	61	13
Debtors	1,446	1,859	1,493	1,297
Cash at Bank and in Hand	1,053	510	1,485	1,159
	2,558	2,380	3,039	2,469
Current Liabilities				
Creditors: Amounts falling due within one Year	(1,959)	(1,128)	(1,929)	(1,224)
Deferred Income	(2,457)	(1,651)	(2,144)	(1,612)
	(4,416)	(2,779)	(4,073)	(2,836)
Net Current Liabilities	(1,858)	(399)	(1,034)	(367)
Total Assets less Current Liabilities	3,704	3,243	4,818	5,117
Creditors: Amounts falling due after more than one Year	(105)	(105)	(223)	(223)
Provisions: Defined Benefit Pension Scheme	(2,435)	—	(3,038)	—
	1,164	3,138	1,557	4,894
Funds				
Unrestricted Funds				
General Fund	3,599	3,138	4,595	4,894
Defined Benefit Reserve	(2,435)	—	(3,038)	—
	1,164	3,138	1,557	4,894

Chris Lenton DipM FCIM FCCA FCIS Chartered Marketer Trustee and Chairman
Sally Mahoney FCCA Director of Finance

Independent Auditors' statement to the Trustees of The Chartered Institute of Marketing

We have examined the summary financial statement for the year ended 30 June 2010 set out on pages 22 and 23.

Respective responsibilities of trustees and auditor

The trustees are responsible for preparing the summarised financial statement in accordance with applicable United Kingdom accounting standards.

Our responsibility is to report to you our opinion on the consistency of the summary financial statement with the full annual financial statements and the Trustees' Report.

We also read the other information contained in the Annual Review and consider the implications for our report if we become aware of any apparent misstatements of material inconsistencies with the summary financial statement. The other information comprises only the President's, Chairman's and Chief Executive's reports, the review of activities and the financial report.

Our report has been prepared pursuant to the requirements of the Charities SORP and for no other purpose. No person is entitled to rely on this report unless they have been expressly authorised to do so by our prior written consent. Save as above, we do not accept responsibility for this report to any other person or for any other purpose and we hereby expressly disclaim any and all such liability.

statement

Basis of opinion

We conducted our work in accordance with Bulletin 2008/3 'The auditors' statement on summary financial statement in the United Kingdom' issued by the Auditing Practices Board. Our report on the Institute's full annual financial statements describes the basis of our opinion on those financial statements and on the Trustees' Report.

Opinion

In our opinion the summary financial statement is consistent with the full annual financial statements and the Trustees' Report of The Chartered Institute of Marketing for the year ended 30 June 2010.

We have not considered the effects of any events between the date on which we signed our report on the full annual financial statements (14 October 2010) and the date of this statement.

BDO LLP

Chartered Accountants

Date: 11 November 2010

The financial information given here is a summary extracted from the Institute's audited financial statements for the year ended 30 June 2010 that were approved by the Board of Trustees on 7 October 2010. The Auditor's report was unqualified. The summarised financial information may not contain sufficient detail to allow for a full understanding of the Institute's financial affairs.

For further information, the full annual financial statements, the Auditor's report on those financial statements and the Trustees' Report should be consulted. Copies of these can be obtained from the Institute's website or from the Finance Director at

The Chartered Institute of Marketing,
Moor Hall, Cookham, Berkshire, SL6 9QH.

trustees and

Patron

**HRH The Prince Philip,
Duke of Edinburgh** KG KT OM GBE

The Board of Trustees

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DipM FCIM FCCA FCIS Chartered Marketer – Chairman

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DipM Hon FCIM Chartered Marketer

Ann Brine DipM FCIM Chartered Marketer

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Nina Reynolds MCIM Chartered Marketer

Paul Sutherland DipM MCIM Chartered Marketer

Nick Turner FCIM

Professor Robin Wensley FCIM

officers

As at 30 June 2010

The Senate

Professor Robin Wensley

FCIM – Dean

Professor Susan Hart

FCIM – Vice Dean

Professor Malcolm McDonald

FCIM Chartered Marketer – Vice Dean

Professor Michael Baker

DipM Hon FCIM Chartered Marketer – Senator Emeritus

Dr Ruth Ashford DipM FCIM Chartered Marketer

Professor Amanda Broderick DipM FCIM

Professor Anne-Marie Doherty

Stephen Ford DipM ACIM

Monica Gibson-Sweet

MCIM Chartered Marketer

Philip Kirk DipM FCIM Chartered Marketer

Professor Andrew Lock FCIM

Professor Philip Megicks DipM FCIM

Sally Muggeridge FCIM

Beth Rogers FCIM Chartered Marketer

Professor John Saunders FCIM

Professor Jeryl Whitelock

DipM FCIM Chartered Marketer

The Audit and Risk Committee

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DipM FCIM Chartered Marketer – Chairman

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