

MEMBERSHIP BENEFITS



IMCC MAKES SURE TO:

1

Collaborate with all relevant stakeholder groups to promote the value of our members to the marketing services sector.

2

Promote & inspire good practice in integrated marketing communications, through events (conferences/meetings, webinars), as well as articles/blog posts and other forms of content.

3

Represent & protect our industry's interests at a European level.

4

Deliver thought-leadership by providing positions, guidance and knowledge on hot industry topics and representing your voice on a European and global scale.

5

Provide access to key-decision-makers and key forums.

6

Keep members well informed about legal and policy developments, include you in shaping advertising standards, Memorandums and Codes of Conduct.

7

Explain the impact of regulatory developments on your organisation.

8

Disseminate discounts to major industry events, include events organised by you/your members in the Newsletter & recommend members to be speakers, experts at events on a European-level.

9

Provide access to information about other countries' markets - size, trends, biggest players, who produces what for whom.

10

Keep you well informed about what is happening outside our own markets.

11

Provide access to integrated marketing communications agencies in countries outside your domestic market - clients will drive the need for cross-border integrated marketing communications campaigns and IMCC can offer links and contacts where a company doesn't have an existing network.

12

Provide exclusive access to thought-leadership pieces and advocacy updates.

13

Share news/campaign stories, industry opinions on our channels: website, blog posts, then social media promotion.

14

Provide discounts on qualifications and courses. Inspire by each is a single European hub with education and training opportunities for students and young professionals working across commercial communications.

15

Provide access to studies/white papers, e.g. a white paper to characterise the talent the industry will need in future, where it could come from and how universities could evolve their curricula to nurture it.

16

Provide access to shared research methodologies - so that we don't all have to re-invent the wheel, and ultimately to provide benchmarking information.

17

Give you visibility to promote your agency and your campaigns at IMC European Awards.

18

Give you the opportunity to nominate jurors for the IMC European Awards competition.

19

Provide a discounted entry for IMC European Awards and Effie Awards Europe.

20

Provide discounted tickets for the Effie Awards Gala and Effie Forum.

