



INSTITUTE OF MARKETING MALAYSIA

PERFORMANCE REPORT 2017-2018



A Member of



Asia Marketing
Federation

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INSTITUTE OF MARKETING MALAYSIA

PERFORMANCE REPORT 2017-2018



A Member of  Asia Marketing Federation

COVER: CONVERGENCE - MARKETING STRATEGIES TO STAY AHEAD OF THE TECH CURVE

As Global market shifts and converge, marketers, entrepreneurs and incumbents alike can master the fundamental drivers of platform businesses, with the support of policy makers, they can not only take advantage of new avenues of profitability and growth, but also be part of the next wave of transformation within industries and countries worldwide.

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INSTITUTE OF MARKETING MALAYSIA

NOTICE OF THE 28TH ANNUAL GENERAL MEETING

NOTICE IS HEREBY GIVEN that the 28th Annual General Meeting of the Institute of Marketing Malaysia (IMM) will be held as follows:

Date : Saturday, 30th November 2019
Time : 10:00 am to 12:00 noon
Venue : Cahaya I, Level 5, Best Western Hotel,
No.1, Jalan 13/1, Section 13, 46100 Petaling Jaya, Selangor D.E.

AGENDA

1. To confirm the Minutes of the 27th Annual General Meeting which was held on the 26th August 2017 at Best Western Hotel, Petaling Jaya, Selangor.
2. To receive the Annual Report of the Council by:
 - President
 - Honorary Secretary
3. To receive and if approved to pass the Accounts for the year ended 31st December 2016 and 31st December 2017.
4. To elect Council Members for the Term 2019 - 2021.
5. To elect Auditors for 2019 - 2021.
6. Any other matters.

HASLINA AZLAN
Honorary Secretary
6 November 2019



ORGANIZATION PROFILE

About IMM

The Institute of Marketing Malaysia (IMM) is the only registered Institute in the country established for the purpose of serving the marketing fraternity. IMM was founded in 1977 with YBM Tengku Razaleigh Hamzah as the Institute's first Patron. Currently the Patron of IMM is YB Datuk Ignatius Darell Leiking, Minister of International Trade and Industry Malaysia.

Vision

IMM's vision is to be the only leading non-profit professional body for sales and marketing practitioners in the country.

Mission

As the national professional body for sales and marketing practitioners, our mission is to promote marketing as a philosophy of business to enhance the professional standards of marketing practices and to be the leading centre for marketing in the region.

Our Roles & Function

IMM is responsible for the promotion of efficient and effective marketing management practices in Malaysia, the administration of the Institute's membership, the safeguard and advancement of its members' interest, and the enhancement of the professional image of sales and marketing practitioners.

International Affiliation

IMM is affiliated to the Asia Marketing Federation (AMF), a recognized body which was set up in 1991 and is now made up of members comprising 17 national marketing bodies from Asian region.

Country members of AMF comprise of Bangladesh, Cambodia, China, Hong Kong, Indonesia, Japan, Korea, Macau, Mongolia, Myanmar, Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam and Malaysia.



IMM and its members currently have global access to a truly international platform for marketing networks, which is a valuable infrastructure for building businesses in this emerging borderless world.



OUR FOUNDER



Our Founder / First Patron
YBM TENGKU RAZALEIGH
HAMZAH 1977-1979

OUR PATRON



YB. DATUK DARELL LEIKING
Minister of International Trade
and Industry
October 2018

OUR PAST PATRONS



Y.BHG DATUK SYED KECHIK
MOHAMAD
1979 - 1982



Y.BHG TAN SRI
RAFIDAH AZIZ
1982-MARCH 2008



Y.BHG TAN SRI
MUHYIDDIN YASSIN
MAR 2008 - APRIL 2009



Y.BHG DATO SRI
MUSTAPA MOHAMED
2009 - May 2018

OUR ADVISORS



Y.BHG DATO' LAWRENCE CHAN
Founder & Executive Chairman
PDL Management Corp
(M) Sdn Bhd



HAMIDAH KARIM
Founder Prestige
Communications



PRESIDENT'S REPORT



*Dato' Sharifah Mohd. Ismail
President, IMM*

This is the 28th Annual General Meeting (AGM) and the period under review is from January 2017 to December 2018. On behalf of the Council, I am pleased to present this Performance Report of the Institute for the year 2017-2018.

First and foremost the Institute of Marketing Malaysia is pleased to welcome YB Datuk

Ignatius Darell Leiking, Minister of International Trade & Industry as our new Patron in October 2018. This follows the formalisation of YB Datuk Darell Leiking's appointment as Malaysia's new Minister of International Trade & Industry in July 2018.

By tradition, the Minister of International Trade & Industry officially becomes the Institute's Patron. Thus, during a Courtesy Call on YB Datuk Darell Leiking by IMM President and Council members at YB Minister's office in early October 2018, an official invitation for YB Minister to become IMM's new Patron was extended to YB Datuk Darell Leiking, to which the Minister graciously accepted.

We look forward to YB Datuk Darell Leiking's guidance, support and encouragement as our new Patron which will take IMM to the next level of marketing excellence both locally and internationally.

For the information of all our members, change in our government, introduction of new policies, business challenges and competition in the market place are some of the factors that affected the training industry as a whole. As a Training Provider, our Institute is also affected both directly and indirectly in terms of participation at our training programmes and seminars and ultimately affected our revenue.

During the period under review, the Institute continue to focus its resources on organizing training programmes and activities for the benefit of our members as well as other professionals in the industry. However, due to the economic slow down since 2016, training has been affected with most companies and organizations cutting down on their training budget.

During the period 2017-2018 a total of six (6) public seminars and training sessions were conducted by the Institute and this has benefited about five hundred (500) participants not only from within the country but also from overseas especially those around the region.

Besides public seminars we also managed to secure a few in-house training programmes as well as training for SMIs/SMEs covering topics on sales, marketing, customer service, business communication as well as coaching and mentoring. These sessions have benefitted more than three hundred (300) participants and entrepreneurs representing various sectors and industries nationwide.

For the year 2017-2018 we continued to hold our CEO Talk Series providing the platform for CEOs of organizations who are our corporate members to host these CEO Talk Series not only to share their business success and philosophy but also their personal leadership style in managing their respective organizations.

To many of us these CEOs are role models and great leaders to emulate and the Institute is proud to bring this opportunity to all our members. We have plans for many more CEOs to take the stage in future.

All these achievements for the Institute would not have been possible without the support and participation of all our members.

CHALLENGES AND WAY FORWARD

The Institute was faced with a lot of challenges in the past two years due partly to the economic slowdown, change in Government leadership and changes in leadership in the corporate sectors and universities. These have affected our training programmes and our ability to attract more Corporate members. However, IMM continue to persevere and work hard and despite all these challenges we were still able to achieve our targets as shown in the growth of our membership base which has reached 2,000 to-date. Despite budget constraints, we ensured that our members continue to receive value-added benefits through our Seminars, CEO Talks, and other networking activities.

As we move forward, we have to acknowledge the importance of staying relevant to the industry despite the growing popularity of the social media where everyone can stay connected and being a member of a professional body may not seem important anymore to the younger and future generation. Thus, IMM will continue providing more value-added benefits to all our members. In turn, we encourage our members to utilise the benefits offered by IMM. We will continue to focus on organizing more in-house training for organizations and enterprises, and strengthening our membership base.

Despite all the challenges faced by the Council we shall continue with our efforts to bring more success to the Institute.

APPRECIATION

On behalf of the Council I would like to express our gratitude to our Founder, Past Patrons, Patron, Advisors and Fellows for their continuous support and encouragement in ensuring the success of the Institute. We hope to receive greater support in the coming years.

I would also like to take this opportunity to thank the Government, valued members, associates, partners, sponsors and everyone here for your contribution and continued support of the Institute.

In conclusion my heartfelt thanks and appreciation to all my Council Members and the staff of IMM for their commitment and dedication towards the Institute.

DATO' SHARIFAH MOHD. ISMAIL

MAJOR ACCOMPLISHMENTS FOR THE YEAR 2017 - 2018

FINANCIAL PERFORMANCE

For the year 2016-2017 IMM had to manage on its own without grants and our financial performance was somewhat affected by the untimely disbursement of grants to assist IMM in providing training programmes

Change of direction in the management of training funds/grants which are now being managed by PSMB has resulted in the funds/grants being temporarily stopped until a new direction is determined.

The Institute's income derived mostly from seminars, training programmes, membership fees and publication. At this juncture I would like to thank all our valued members and everyone in the industry who have supported and participated in all our activities and programmes which have ultimately contributed to our otherwise good financial performance. The financial position for the year 2016 – 2017 are as follows:

Year	Income	Expenditure	Surplus
2016	518,589	617,310	(98,721)
2017	498,828	552,305	(53,477)

We are still confident that the financial position of the Institute can be improved in years to come and will enable us to organize more events, seminars and conferences for the benefit of all members.

The grants awarding body underwent a transition period in 2013-2014. However, we are hopeful and believe that the restructuring of grants and a more effective distribution method will be implemented in order to reach many more eligible employers and employees.

MEMBERSHIP

The Institute's membership continues to grow from year to year. There are six (6) categories of membership and they comprise Corporate, Fellow, Ordinary, Associate, Student and Life Members. Details of membership for the year 2017 – 2018 are highlighted below :

Category/Year	2016	2017	2018
Life	19	22	25
Corporate	149	155	163
Fellow	43	43	43
Ordinary	880	1,090	1,151
Associate	8	11	16
Student	212	215	261
TOTAL	1,311	1,536	1,659

The Institute will continue to work hard to expand our membership base and deliver the benefits of membership to all our members.

PUBLICATION – MARKETEER

For the year 2017 and 2018, the Institute published two (2) issues of its official publication, MARKETEER, for circulation to all members and affiliates of the Institute across Asia.

Contents of MARKETEER include news on seminars and training, events conducted by the Institute for the year reported and updates on memberships. Apart from internal insights on the Institute, MARKETEER HIGHLIGHTS 2017 issue featured great marketing quotes by Marketing Guru Philip Kotler while 2018's featured "9 Top Trends of Marketing in Asia 2019" together with an article on "Enterprises and 4Ps Marketing" written by Prof. Dr. Hooi Den Huan, the immediate Past Director of Nanyang Technopreneurship Center, Singapore.

MARKETEER has become an essential reading material widely read by all levels from executives to managers of corporate companies and organizations as well as universities and institution of higher learning.

The Institute hopes MARKETEER will continue to be a publication of distinction especially for all its members and the marketing fraternity in the country and around the region at large.



CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA)



The Institute held two groups of Certified Professional Marketer

- CPM (Asia) program in April 2017 and October 2018. For the April 2017 examination ten-(10) candidates attended classes over several weekends while the candidates for October 2018 examination comprised of fifteen-(15) individuals of different backgrounds from education, environmental specialist, airports services, utilities services, various marketing individuals as well as entrepreneurs of various industries who attended classes over several weekdays and weekends through September till October 2018.

IMM is proud to record another 100% passing of the Certified Professional Marketer - CPM (Asia) Qualifying Exams for the group of candidates who sat for the April and October examinations.

All the successful candidates are now part of over one thousand CPM (Asia) society members comprising of marketers that have been certified in at least ten (10) Asian countries, recognized for their achievement in achieving the certification with their leadership, experiences and continued contribution towards the marketing fraternity at large.

With such encouraging support from our Corporate members and industry players, IMM will continue to put in more effort in our aim to be amongst the top provider in the region. This is also proof of IMM's contribution towards the Nation's Human Capital Development in marketing as one of the areas to accelerate up-skilling of Malaysian employees.

MEMORANDUM OF AGREEMENT (MoA) BETWEEN PUTRA BUSINESS SCHOOL AND INSTITUTE OF MARKETING MALAYSIA



Institute of Marketing Malaysia (IMM) and Putra Business School (PBS) reached another milestone with the signing of a Memorandum of Agreement in early 2017 at University Putra Malaysia to run the MBA in Marketing with Certified Professional Marketer (CPM) Asia Certification.

Putra Business School was represented by Prof. Dr. Zulkornain Yusop, President & CEO whilst IMM was represented by its President, Dato' Sharifah Mohd Ismail. The execution of the Agreement was witnessed by Tan Sri Rafidah Aziz and Prof. Datin Paduka Dr. Aini Ideris, Vice Chancellor of UPM.

Other attendees who attended and witnessed the event included IMM Vice President, Prof. Datuk Dr. N. Marimuthu, IMM Council members Prof. Datin Paduka Dr. Samsinar Md. Sidin, Siti Badarny and Fairuz Muchtar, as well as IMM members and guests.

This ceremony marks another milestone for the Institute in its effort of introducing the Certified Professional Marketer (Asia) program to graduates from the institution of higher learning who are undergoing the MBA in Marketing program as an added value to their MBA's and we are proud that PBS is the first Institution of Higher Learning to embark on this initiative.

It is understood that several other institutions of higher learning are also keen to collaborate with IMM in this initiative, when they understand and appreciate the importance of a professional certification to add value to their programs as well as their graduates.



CPM GRADUATION CEREMONY FOR CLASS 2/2016 AND CLASS 1/2017



The second graduation ceremony of the Institute for its Certified Professional Marketer (Asia) program was held on 9 December 2017. A total of nineteen (19) graduates comprising of nine (9) candidates of Class 2/2016 and ten (10) of Class 1/2017 were honoured at Sime Darby Convention Centre, Bukit Kiara, Kuala Lumpur.

These new batch of graduates are largely lecturers from Malaysian Polytechnics and Institutions of Higher Learning as well as marketeers and business owners. We are proud to acknowledge the three candidates from Cambodia who traveled all the way to be amongst the graduates.

The certificates were presented by our Guest of Honour Tan Sri Rafidah Aziz.

IMM congratulates all graduates and commend them for their dedication and commitment, determination and perseverance that has proven yet another success of CPM (Asia) and once again made us all proud.

We look forward to a larger CPM (Asia) group of graduates to join the CPM community in future.



LAUNCHING OF FIRST IMM STUDENT CHAPTER with CURTIN UNIVERSITY, MALAYSIA

The Institute of Marketing Malaysia (IMM) Student Chapter or IMMSC was planned as early as 2014 with the signing of a Memorandum of Understanding for collaboration with Curtin University, Malaysia. The establishment of the IMMSC sets the framework for ongoing collaboration for the benefit of both organizations as well as the students and the community at large.



On 7 September 2018, the IMMSC became a reality when the first Student Chapter in the country was launched with Curtin University, Malaysia and officiated by Tan Sri Rafidah Aziz former Minister of International Trade and Industry and former Patron of IMM as our Guest of Honour. The Launch also marks another milestone for IMM in expanding its role in reaching out to students and helping them in expanding their marketing knowledge and skills and ultimately prepare them ahead for the working world.

The Launch was witnessed by IMM President, Curtin University, Malaysia's Pro-Chancellor, Datuk Patinggi Tan Sri Dr. George Chan, Pro Vice Chancellor, Professor Jim Mieniczakowski and Deputy Pro-Chancellor, Professor Beena Giridharan. IMM Council member, Dr. Kamala Vainy Pillai, a former Lecturer at Curtin, who paved the way and assisted IMM with the formalities with Curtin University, Malaysia's leadership also attended the Launch.

Over 200 staff and students of Curtin University, Malaysia, invited guests and members of the public also witnessed the official Launch. The students were truly inspired by the enthusiasm shown by Tan Sri Rafidah Aziz who commended Curtin University, Malaysia for pioneering the Chapter.

With the launch of the first IMMSC with Curtin University, Malaysia, Institute of Marketing Malaysia hopes to establish more Student Chapters with other universities who are its Corporate members with a large Student membership base with IMM.

Following the launching, Tan Sri Rafidah delivered a talk on the Internet of Things (IoT) and Industry 4.0 in which she stressed the importance of being technology and Internet savvy and having product integrity in the marketplace today. She urged marketeers to prioritise what she termed the 3P's of marketing today – profit, people and the planet – to remain relevant.

SIGNING OF MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN INSTITUTE OF MARKETING MALAYSIA AND PEARSON, UK

The Institute of Marketing Malaysia (IMM) and Pearson UK entered into an Agreement to conduct Higher Education Qualifications - Pearson LCCI Marketing & Business Qualifications program with the Signing of a Memorandum of Understanding (MoU) in June 2018.

The MoU Signing was represented by IMM President and Pearson was represented by Ms. Andrea Shepherd. The Signing was witnessed by Mr. Ng Guan Lee of Pearson Singapore and Mr. Choong Kean Loong from Pearson office, Kuala Lumpur along with other representatives from both organisations.

Institute of Marketing Malaysia commend the efforts that both parties have put in to achieve this MoU and hope that this collaboration will create more opportunities for Malaysians as well as others from the neighbouring regions to pursue their marketing studies and obtain qualifications through IMM and Pearson.



With this MoU, IMM look forward to introducing its Certified Professional Marketer - CPM (Asia) Program to marketing students from Pearson leading to a Certification conferred by the Asia Marketing Federation (AMF).

Pearson Education, who came on board as IMM's Corporate member is also keen to explore the possibility of making Kuala Lumpur a Learning Hub where its LCCI in Marketing & Business Qualifications and IMM's Certified Professional Marketer CPM (Asia) program can be offered to students and working professionals in countries around this region. Possessing the CPM (Asia) Certification will in turn add value to their Resumes.

INTERNATIONAL SEMINARS

The Institute also organized international seminars and conferences with renowned speakers from around the world for the benefit of its members and other Malaysians in the industry. IMM conducted two (2) international seminars for the period under review.

A ONE-day seminar – **“Developing Leadership In Your Organization”** by Kevin AbdulRahman was held in September 2017 and attended by more than one hundred (100) participants with support from various organizations.

Another ONE-day seminar – **“New Era Marketing”** by Ruth Stevens, a renowned speaker and trainer, was held the following month in October 2017 at Menara Kuala Lumpur.

The insightful training gave many new tips and ideas on New Era Marketing to about two hundred (200) participants. Again this international Seminar was strongly supported by various organisations in particular SMECorp Malaysia, Malaysian Trade Development Corporations (MTDC), Permodalan Usahawan Nasional Berhad (PUNB), representatives from Institutions of Higher Learning, local entrepreneurs, Associates and Partners of IMM.

Both these international seminars have benefitted over three hundred (300) participants from various organisations and industries in the country.



CEO TALK SERIES

IMM's CEO Talk series continue to draw active participation from our members and business associates. However, due to our commitments in organizing in-house training programmes and seminars we were unable to organize as many CEO Talks as in previous years.

In 2017 the Institute managed to organize one (1) CEO Talk and two (2) in 2018. These were by Prof. Datuk Seri Dr. Md. Zabid Haji Abdul Rashid, President & Vice Chancellor of Universiti Tun Abdul Razak on 22 February 2017, Mr. Christopher Randolph, Group CEO of CommTech Innovative Group Sdn Bhd on 18 July 2018 and Khairul Anwar Kamarudin, Executive Director and Certified Coach from DT Leadership Sdn. Bhd on 29th November 2018.



YBHG. PROF. DATUK
SERI DR. MD. ZABID
HAJI ABDUL RASHID
President & Vice
Chancellor
Universiti Tun Abdul
Razak (UNIRAZAK)
**"GROWING TALENT
CRISIS IN MALAYSIA
- Challenges and
Solutions"**
22nd February 2017



CHRISTOPHER
RANDOLPH
Group CEO
CommTech Innovative
Group Sdn Bhd
**"CHALLENGES IN
GROWING YOUR
BUSINESS:
How Sales & Revenue
drive Growth"**
18th July 2018



KHAIRUL ANWAR
KAMARUDIN
Executive Director and
Certified Coach
DT Leadership Sdn
Bhd
**"INNOVATION
FORTITUDE by
DESIGN THINKING"**
29th November 2018

IMM will continue to organize its CEO Talk series for the benefit of our members and all Malaysians.

TRAINING AND EDUCATION

As a Training provider registered with Pembangunan Sumber Manusia Berhad (PSMB), the Institute of Marketing Malaysia is committed to organizing and conducting training programmes, world-class seminars, conferences and workshops for the benefit of our members as well as Skills Upgrading program for SMEs. These training programs are HRDF claimable under Pembangunan Sumber Manusia Berhad's (PSMB) various schemes such as the SBL and SBL-KHAS.

To cater to the needs of dynamic business environment, the Institute offers a wide range of marketing related education and training programmes to equip those who are keen in pursuing a career in sales and marketing with the relevant knowledge as well as to enable marketing professionals to further develop and enhance their professional skills.



The Institute's training programs are being offered both as public programs and in-house. Throughout 2017 and 2018, IMM has trained about twenty three (23) small and medium enterprises from various industries including pharmaceutical, garments manufacturing and distributions, education as well as packaging industry, reaching out to at least three hundred (300) of their employees. Among the SMIs/SMEs who have benefited from IMM's 2-Day training programmes are Alpro, Fatimah Frozen Food, Malaysian Institute of Baking, Pewaris Gemilang, Planet Group (M) Sdn Bhd and DGR Packaging Sdn Bhd, to name a few.

Besides these, the Institute also conducted several in-house corporate training for various companies such as Sime Darby Lockton Insurance Brokers Sdn. Bhd. and Honda Malaysia Sdn. Bhd; focusing mainly on sales and marketing. IMM also organized a ONE-day Seminar on *"Social Media Marketing, Client Attraction and Sales Edge"* by Christopher Randolph, author, sales coach and marketing specialist in April 2018. The power-packed Seminar was attended by about 80 executives and CEOs, who were given an overview of the latest Digital Technology and Platforms to drive inquiries and sales utilizing a comprehensive Internet and Social Media Action Plan by the speaker.

On behalf of the Council, I would like to place on record our sincere appreciation and thanks to PSMB for all their assistance and confidence in our training programmes. Our appreciation and thanks also to our Corporate and Individual members for their support and attendance in IMM's programmes.

THE HONORARY SECRETARY'S REPORT

27th Annual General Meeting

The 27th Annual General Meeting of the Institute of Marketing Malaysia was held on 26th August 2017 at Best Western Hotel, Petaling Jaya, Selangor.

Attendance

The 27th Annual General Meeting was attended by Thirty-four (34) members:-

Life Members :

Prof. Datuk Dr. Marimuthu Nadasan
Dato' Sharifah Mohd Ismail
Dato' Md. Kasim Abdul Wahab

Corporate Members :

Universiti Tunku Abdul Rahman - Choy Johnn Yee

SME Corporation Malaysia - Czarif Chai Abdullah
(Proxy for Puan Che Nazli Bt Jaapar)

Open University Malaysia - Prof. Dr. Richard Ng
(Proxy for Prof. Dato' Mansor Fadzil)
(Note: also attended in his capacity as Ordinary Member)

Universiti Tunku Abdul Rahman - Farah Waheeda Jalaludin
(Proxy for Dean, Faculty of Accounting & Management)

Malaysia Airports Holdings Berhad - Mohamed Sallaudin Bin Hj Mohamed Shah
(Note: also attended in his capacity as Council Member)

PSMB - Morni Bt Bujang

BERNAMA - Datuk Seri Azman Ujang

Ordinary Members :

Amin Ali Sidik
Dr. Bernard Tan Hoi Piew
Bibi Tesleem Syed Mohammad Shah
Prem P.V. John (Proxy for Nitthiyanathan Lachumanan)
David Tan
Jeyaraj Asirvatham
Dr. Kamala Vainy Pillai
Masela Ibrahim
Datin Nor Hafizah Ismail
Noorlela Bt Othman (Proxy for Santhi Govindan)
Noor Mohamed Bin Mohamed Younus
Rahimah Binti Abdul Kadir
Prof. Dr. Rosmimah Mohd Roslin
Siti Nur Liza Bt. Saleh
Siti Raba'ah Abdul Razak
S. Kajaintharan
Datin Nor Hafizah Binti Ismail

Council Members

Fairuz Bte Muchtar	Haslina Azlan
Franky H.F. Chong	Sarah Tan Mee Loo
Shahana Bt Azlan	Siti Badarny Shamsaifah Hassan
Tengku Nila Putri	
Bt Tengku Ilham	

Appointment of New Council Members

Five (5) new Council Members were appointed :

Morni Binti Bujang
(Senior Director, Product Marketing Division, PSMB)
Prof. Dr. Johari Mat
(Asst. Prof/Dean, Graduate School of Business, UNIRAZAK)
Santhi A/P Govindan
(Senior Lecturer, AIMST University, Kedah)
Franky H.F. Chong
(Group CEO, Marketra Group of Companies)
Masela Ibrahim
(Head of Communication & Government Liaison, Cita Kapital Sdn Bhd)
Dr. Kamala Vainy Pillai
(Strategic Engagement Consultant/Researcher, Home of iKnowledge)

Office Bearers of 27th Council Members for 2017-2019 Term

President	Dato' Sharifah Mohd. Ismail (re-elected)
Vice President	Prof. Datuk Dr. N. Marimuthu (re-elected)
Honorary Secretary	Haslina Azlan (re-elected)
Honorary Treasurer :	Morni Binti Bujang (resigned as Hon. Treasurer on 28 July 2018 and replaced by Fairuz Muchtar)
Asst. Honorary Secretary	Siti Badarny Shamsaifah Hassan (re-elected)
Asst. Honorary Treasurer	Sarah Tan Mee Loo (re-elected)

Council Members

Mohamed Sallaudin Bin Hj Mohamed Shah (re-elected)
Nitthiyanathan Lachumanan (re-elected)
Shahana Bt Azlan (re-elected)
Tengku Nila Putri Bt Tengku Ilham (re-elected)
Fairuz Bte Muchtar (re-elected)
Prof. Dr. Johari Mat (new appointment)
- resigned from Council on 14 October 2017
Santhi A/P Govindan (new appointment)
Franky H.F. Chong (new appointment)
Masela Ibrahim (new appointment)
Dr. Kamala Vainy Pillai (new appointment)



THE HONORARY SECRETARY'S REPORT

Council Meetings

The first Council Meeting of the 27th Council for the 2017-2019 Term was held on 14th October 2017 at BSG Faculty of Science, Universiti Putra Malaysia (UPM) 43400, UPM Serdang.

During the term of office 2017 to 2019, the Council held a total of six (6) meetings as follows :

Year 2017: 14 October 2017

Year 2018: 10 February 2018
28 July 2018
27 October 2018

Year 2019: 16 February 2019
20 April 2019

The dates and attendance of the Council Meetings during the Term of Office from 2015 to May 2017 are as follows :-

NO. NAME	1ST 14.10.17	2ND 10.2.18	3RD 28.7.18	4TH 27.10.18	5TH 16.2.19	6TH 20.4.19	TOTAL
1 Dato' Sharifah Mohd Ismail	✓	✓	✓	✓	✓	✓	6/6
2 Professor Datuk Dr. N. Marimuthu	✓	✓	X	✓	X	✓	4/6
3 Haslina Azlan	✓	X	✓	✓	✓	X	4/6
4 Morni Binti Bujang	X	✓	✓	X	✓	✓	4/6
5 Siti Badarny Shamsaifah Hassan	✓	X	✓	X	✓	X	3/6
6 Sarah Tan Mee Loo	✓	✓	✓	✓	✓	X	5/6
7 Mohamed Sallauddin Hj. Mohamed Shah	✓	X	X	✓	X	X	2/6
8 Shahana Azlan	✓	✓	X	X	X	X	2/6
9 Tengku Nila Putri Binti Tengku Ilham	X	X	X	✓	✓	X	2/6
10 Fairuz Muchtar	✓	X	✓	✓	✓	✓	5/6
11 Nitthiyanathan Lachumanan	X	X	✓	✓	X	X	2/6
12 Prof. Dr. Johari Mat	RESIGNED ON 16.10.2017						
13 Santhi A/P Govindan	X	✓	X	X	X	✓	2/6
14 Franky H.F. Chong	✓	✓	✓	✓	✓	✓	6/6
15 Masela Ibrahim	✓	X	X	X	X	X	1/6
16 Dr. Kamala Vainy Pillai	✓	X	X	X	X	X	1/6
TOTAL	11	7	8	9	9	6	

IMM Office

The Institute was manned by two (2) Full time/ Part time support staff in 2017-2018 and they were responsible for the general administration of the office.

MINUTES OF 27TH ANNUAL GENERAL MEETING

26TH AUGUST 2017

BEST WESTERN PETALING JAYA, SELANGOR DARUL EHSAN

PRESENT :

- | | |
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| <ol style="list-style-type: none"> 1. Amin Ali Sidik 2. Dr. Bernard Tan Hoi Piew 3. Bibi Tesleem Syed Mohammad Shah 4. Choy Johnn Yee 5. Czarif Chai Abdullah (<i>Proxy for SMECorp Chief Operating Officer, Puan Che Nazli Bt Jaapar</i>) 6. David Tan 7. Associate Prof. Dr. Richard Ng (<i>Proxy for Prof. Dato' Dr. Mansor Fadzil, President/VC, Open University Malaysia</i>) 8. Fairuz Bt Muchtar 9. Farah Waheeda Jalaludin (<i>Proxy for Dean, Faculty of Accounting & Management, Universiti Tunku Abdul Rahman</i>) 11. Franky H.F. Chong 12. Haslina Azlan 13. Jeyaraj Asirvatham 14. Dr. Kamala Vainy Pillai 15. Prof. Datuk Dr. Marimuthu Nadasan 16. Masela Ibrahim | <ol style="list-style-type: none"> 17. Mohamed Sallauddin Bin Hj. Mohamed Shah 18. Morni Bt Bujang 19. Dato' Md. Kasim Abd. Wahab 20. Datin Nor Hafizah Ismail – Master of Ceremonies (MC) 21. Noorlela Bt Othman (<i>Proxy for Santhi Govindan</i>) 22. Noor Mohamed Bin Mohamed Younus 23. Prem P.V. John (<i>Proxy for Nitthiyanathan Lachumanan</i>) 24. Rahimah Binti Abdul Kadir 25. Prof. Dr. Rosmimah Mohd. Roslin 26. Sarah Tan Mee Loo 27. Shahana Bt Azlan 28. Dato' Sharifah Mohd. Ismail 29. Siti Badarny Shamsaifah Hassan 30. Siti Nur Liza Bt. Saleh 31. Siti Raba'ah Abdul Razak 32. S.. Kajaintharan 33. Tengku Nila Putri Bt Tengku Ilham 34. Datuk Seri Azman Ujang |
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MINUTES OF 27TH ANNUAL GENERAL MEETING

ITEM	SUBJECT MATTER	ACTION
	<p>OPENING OF THE AGM</p> <p>The official master of ceremonies Datin Nor Hafizah Ismail called the meeting to order by welcoming all the participants from different categories of IMM membership and thanked them for taking time off from their Saturday morning to attend the meeting.</p> <p>The MC then handed over the meeting to IMM President Dato' Sharifah Mohd Ismail.</p> <p>WELCOME REMARKS</p> <p>The outgoing President, Dato' Sharifah Mohd Ismail officially declared the 27th Annual General Meeting of Institute of Marketing Malaysia open at 10.30 a.m. having established the required quorum in the Constitution. The President welcomed and thanked all members and guests for their attendance at the AGM. She recorded the Institute's thanks and appreciation to Dato' Lawrence Chan and Puan Hamidah Karim, IMM's advisers for their support and advice throughout the 2015-2017 Term. Unfortunately, Dato' Lawrence was unable to attend the 27th AGM due to prior business commitments.</p> <p>After the formalities, the President proceeded with the first item on the Agenda, which is to confirm the Minutes of the 26th Annual General Meeting of the Institute held on 13 June 2015.</p>	
1	<p>To confirm the Minutes of the 26th Annual General Meeting held on 13th June 2015 at Best Western Hotel, Petaling Jaya, Selangor.</p>	
1.1	The Hon. Secretary, Cik Haslina Azlan briefly went through the Minutes of the 26th Annual General Meeting held on 13 June 2015 at Best Western Hotel, Petaling Jaya, Selangor.	
1.2	<p>Having gone through the Minutes, the President invited a proposer and a seconder from the floor to approve and adopt the Minutes.</p> <p>Proposed by : Datin Nor Hafizah Ismail Seconded by : Siti Badarny Shamsaifah Hassan To Receive The Annual Report of the Council</p>	
2.	To receive the Annual Report of the Council:	
2.1	President's Report	
	The President briefly went through the President's Report, and the following were highlighted:	
2.1.1	<p>Training and Education</p> <ul style="list-style-type: none"> The Institute continues to focus its resources on organizing training programmes and activities for the benefit of its members and other professionals in the industry. However, due to the economic slow-down since 2015 and the introduction of the Goods & Services Tax (GST) by the Government in April of the same year, most companies and organizations had to cut down on their training budget. As a result, the Institute had to work hard towards organizing inhouse training for smaller groups. 	
2.1.2	<ul style="list-style-type: none"> During the period 2015-2016, the Institute conducted thirty-four (34) public seminars and training sessions which have benefited over two thousand participants not only from the country but also from overseas around the region. 	
2.1.3	<ul style="list-style-type: none"> During the period under review also, the Institute organized a total of 5 CEO Talks. The CEO Talk series have become a signature programme for the Institute and received overwhelming support and recognition from IMM members and the industry. 	



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ITEM	SUBJECT MATTER	ACTION
2.1.4	<ul style="list-style-type: none"> All these achievements by the Institute were made possible with the support and participation of its members. IMM will continue with its efforts to bring more success in its programmes for the members to be proud of, in spite of all the challenges it has to face. 	
2.2	<p>Major Accomplishments</p> <ul style="list-style-type: none"> The President reported that the Institute's financial performance remains satisfactory with income derived mostly from seminars, training programmes, membership fees and publication. She added that whatever profit the Institute makes it is always ploughed back to the members as benefits. The President thanked all IMM members and everyone in the industry who have supported and participated in the Institute's activities and programmes. 	
2.3	<p>Memberships</p> <ul style="list-style-type: none"> The President reported that the growth in membership especially in the Ordinary Member category continues to grow at an encouraging pace. However, the Institute still find it challenging to get new Corporate Members and will continue to work hard towards its goal in increasing the Corporate Membership whilst ensuring that the existing ones are retained by renewing their membership annually. 	
2.4	<p>Certified Professional Marketer – CPM (Asia)</p> <ul style="list-style-type: none"> The President reported that the Institute organized many training programmes in 2015 and in 2016 with PSMB's introduction of the 1Malaysia Globally Recognized Industry and Professional Certification Programme or 1MALAYSIAGRIP programme as it is better known. The Certified Professional Marketer – CPM (Asia) programme was re-introduced under the 1MALAYSIAGRIP programme in 2016, with the Institute playing its role in complementing the industry by conducting the CPM (Asia) examination which has grown from strength to strength. 	
2.4.1	<ul style="list-style-type: none"> The President also reported that PSMB took over the administration of the SMIs / SMEs training grant from SMECORP since 2014 and the Institute continues to receive the annual grant from PSMB to carry out these training programmes for SMIs and SMEs. This enabled participating SMIs and SMEs to only pay 30% of the course fees while the remaining 70% is borne by PSMB. 	
2.4.2	<p>Observations / comments from Members</p> <ul style="list-style-type: none"> Dr. Richard Ng from OUM proposed that IMM should focus on real professional bodies from among the many training providers in Malaysia to conduct CPM. He suggested that IMM should work with these bodies to provide CPM. 	
2.4.3	<ul style="list-style-type: none"> In response, Encik Noor Mohamed Bin Mohamed Younus from Putra Business School (PBS) said that PBS has recently collaborated with IMM to conduct an MBA in Marketing degree programme with CPM (Asia) Certification Programme. 	
2.4.4	<ul style="list-style-type: none"> In response to Dr. Richard Ng's suggestions, the President reminded that being a non-profit organization it is always challenging for IMM to approach organizations for support and it was like "knocking on 30 doors but only 3 doors will open". However, IMM has grown from strength to strength and today the Institute is 38 years old. The partnership with Putra Business School to provide CPM was a result of 2 years' discussion with work towards brand building and ensuring that the Institute had the capacity to provide CPM. She added that it is easy to talk but getting the job done involves a lot of effort and hard work. 	



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ITEM	SUBJECT MATTER	ACTION
2.4.5	<ul style="list-style-type: none"> Dr. Richard Ng took note all the comments made by Dato' Sharifah. As Director of OUM's Institute of Professional Development, he will work with IMM to organize a training programme for OUM's directors 	
2.4.6	<ul style="list-style-type: none"> Prof. Datuk Dr. Marimuthu, IMM Vice-President expressed regret that although IMM is under the purview of MITI (Ministry of International Trade & Industry) as YB Minister is IMM's Patron, they have never given any grant to IMM. On the other hand, MITI has provided grants to other organizers for Conferences held in Malaysia. Hence it was a big challenge for him and Dato' Sharifah as a non-profit professional body to bring in world-class speakers with limited resources. He added that IMM should be recognized by the MQA. 	
2.5	World-Class Seminars <ul style="list-style-type: none"> Dato' Sharifah also shared news that IMM has already secured two world-class speakers to do a Seminar for IMM in September and October 2017. But the challenge in getting support and participants to attend the seminars is tough as Malaysians do not recognize world-class speakers. 	
2.5.1	<ul style="list-style-type: none"> The President expressed interest to pursue with OUM the plans for CPM. She informed that 2 batches of candidates sat for the CPM examination in 2016, and added that the CPM certification is awarded by AMF (Asia Marketing Federation). For 2017 batch, 3 participants from Cambodia came to Malaysia to sit for the CPM examination at IMM. 	
2.6	CEO Talk Series <ul style="list-style-type: none"> The President thanked all CEOs who have hosted IMM's CEO Talks. She proposed that OUM host one more CEO Talk by the President/Vice Chancellor in 2018. 	
2.7	IMM Fellowship Awards 2016 <ul style="list-style-type: none"> The President reported that the Fellowship Awards Night 2016 was organized to show IMM's appreciation to all its members and friends for their support of the Institute's initiatives over the years which have led to the growth and development of IMM. The President added that the event was a breakthrough for IMM as Sixteen (16) distinguished leaders and professionals from different disciplines and backgrounds were awarded as Fellows and Honorary Fellows of the Institute. With all these activities, IMM is committed in its mission to contribute to the industry. 	
2.8	Royal Hi-Tea <ul style="list-style-type: none"> A Royal Hi-Tea was organized by IMM on 23 November 2016 for five (5) recipients of IMM Fellowship Awards who were not able to be present at the Fellowship Award Night 2016. The private function attended by a small group of twenty-five (25) guests. The event was hosted by Her Royal Highness Sultanah of Pahang, Sultanah Hajjah Kalsom at the invitation of IMM, at Serenity, Kuala Lumpur. 	
2.9	Recognition <ul style="list-style-type: none"> The President was happy to report that in 2016 she received two awards in recognition of her role and achievements at the Institute. The CMO Asia 50 Asia's Women Leaders Excellence Award 2016 was presented to her in conjunction with the 7th CMO Asia Awards for Excellence in Branding & Marketing held on 4th August 2016 at Pan Pacific Hotel, Kuala Lumpur. The recognition is significant and has positive impact to Malaysia and IMM as the sole non-profit professional body for the sales and marketing fraternity in the country. 	



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2.9.1	<ul style="list-style-type: none"> IMM President was also conferred with the Brand Laureatte Transformational Corporate Leader Brand Icon Leadership Award 2016 by the Asia Pacific Brands Foundation. The Award is in recognition of her role as the President of IMM since 2002 for her efforts and sacrifices in transforming this non-governmental organization into a dynamic and active professional body especially in the area of sales and marketing in the country. 	
2.9.2	<ul style="list-style-type: none"> In concluding her Report, the President expressed the Council's gratitude and appreciation to IMM's Patron YB Dato' Sri Mustapa Mohamed, Minister of International Trade & Industry for his support and guidance in the Institute's affairs. 	
2.9.3	<ul style="list-style-type: none"> The President also took the opportunity to thank the Government, valued members, associates, partners, sponsors and everyone concerned for their contribution and continued support of the Institute. 	
2.9.4	<ul style="list-style-type: none"> She also thanked IMM's Founder, Past Patrons, Advisors and Fellows for their guidance and encouragement in ensuring the well-being of the Institute. 	
2.9.5	<ul style="list-style-type: none"> The President also thanked all Council Members and the staff of IMM for their commitment and dedication towards the Institute. The President appealed for support from everyone and hoped the Council Members will take the Institute to the next level 	
	<p>The President then handed over the meeting to the Honorary Secretary, Cik Haslina Azlan to present the Honorary Secretary's Report.</p>	
2.10	Honorary Secretary's Report	
2.10.1	<ul style="list-style-type: none"> The Honorary Secretary, Cik Haslina Azlan read through the Honorary Secretary's Report which recorded the appointment of four (2) new Council Members at the 26th Annual General Meeting on 13th June 2015. 	
2.10.2	<ul style="list-style-type: none"> The Honorary Secretary also reported that a total of nine (9) Council meetings were held for the Term 2015-2017 and the attendance recorded of the respective council members at these meetings. 	
2.10.3	<ul style="list-style-type: none"> After concluding the Report, the Honorary Secretary handed over the meeting to the MC to proceed with the next item in the Agenda. 	
3	To receive and if approved to pass the Accounts for the year ended 31st December 2014 and 31st December 2015.	
3.1	<ul style="list-style-type: none"> In the absence of the Honorary Treasurer who had resigned, the President invited Mr. Jeyaraj Asirvatham, IMM's external accountant to present the Accounts. 	
3.2	<ul style="list-style-type: none"> Mr. Jeyaraj reported on the Income and Expenditure Statement for the Year Ended 31st December 2014 and 31st December 2015 together with the Balance Sheet. 	
3.3	<ul style="list-style-type: none"> There being no questions raised on the Accounts of the Institute, the President thanked Mr. Jeyaraj for presenting the Accounts and called for the Honorary Secretary's Report and the Accounts to be passed and accepted. 	
	<p>Proposed by : Mr. .S. Kajaintharan Seconded by : Ms. Fairuz Muchtar</p>	
4.	To elect Council Members for the Term 2017-2019	
4.1	<p>The floor was handed over to the MC, Datin Nor Hafizah to moderate and facilitate the election.</p>	



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ITEM	SUBJECT MATTER	ACTION
4.2	<p>The MC, Datin Nor Hafizah Ismail informed the meeting that IMM had prepared a Nomination List and announced that there were 5 new nominations to fill up the vacancies left by the 5 Council Members, two of whom had resigned and three who had informed the outgoing President that they did not wish to be re-elected – Prof. Dr. Samsinar Md. Sidin, Mr. Ashok Rudy Ratnanesan and Mr. Vejayaasegaran Arumugom. The MC announced that altogether there are 16 nominations and proceeded to read out the names of the 16 Nominees for the 2017-2019 Term as follows:</p> <ol style="list-style-type: none"> 1. Dato' Sharifah Mohd. Ismai; 2. Prof. Datuk Dr. N. Marimuthu 3. Haslina Binti Azlan 4. Sarah Tan Mee Loo 5. Siti Badarny Shaifah Hassan 6. Mohamed Sallauddin Bin Mohamed Shah 7. Nitthiyanathan Lachumanan 8. Tengku Nila Putri Binti Tengku Ilham 9. Fairuz Binti Muchtar 10. Shahana Binti Azlan 11. Morni Binti Bujang (New) 12. Prof. Dr. Johari Mat (New) 13. Santhi A/P Govindan (New) 14. Franky H.F. Chong (New) 15. Masela Ibrahim (New) 16. Dr. Kamala Vainy Pillai (New) 	
4.3	<p>The meeting recorded that Mr. Nitthiyanathan Lachumanan was absent with apologies but had agreed to be re-elected. Two other new Nominees, Santhi Govindan, a Lecturer from AIMST University and Prof. Dr. Johari Mat, Dean of UNIRAZAK's Graduate School of Business who were not able to attend the AGM had also informed IMM that they are ready to serve IMM as a Council Member if they are elected.</p>	
4.4	<p>The floor motioned that all 16 Nominees be accepted into the new Council for the 2017-2019 Term.</p> <p>Proposed by : Mr. S. Kajaintharan Seconded by : Dr. Bernard Tan Hoi Piew</p>	
4.5	<p>The MC then read out the brief Profile of each of the new Council Members before handing the meeting over to the New IMM Council.</p> <p>The re-elected President, Dato' Sharifah thanked all the previous Council Members for all their support and contribution given to the Institute during their tenure of service. The President then invited all the newly-elected Council Members and the re-elected council members to self-introduce themselves.</p>	
4.6	<ul style="list-style-type: none"> • Puan Morni Binti Bujang informed that she has been with the Human Resources Development Fund Berhad (HRDF) or PSMB since 2007. Her current position is as Senior Director, Product Marketing Division. With the election as a new Council Member of IMM she hopes to be able to assist IMM in terms of HRDF rules and procedures. 	
4.7	<ul style="list-style-type: none"> • Puan Masela Ibrahim mentioned that she has more than 25 years' service with Telekom Malaysia in the Corporate Communications Division and is currently with Citta Kapital Sdn Bhd as its Head of Communications and Government Liaison. She is keen to keep herself busy as a Council member of IMM and hopes to do more for IMM. 	






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4.8	<ul style="list-style-type: none"> Franky H.F. Chong informed that he is a Chartered Marketer and is a CIM and CPM holder. He is honoured to be part of the Council Member of IMM. He is currently with the Marketra Group of Companies as its Group CEO. 	
4.9	<ul style="list-style-type: none"> Dr. Kamala informed that she was a Senior Lecturer with Curtin University Sarawak until recently when she left Curtin to pursue her other interests. She is keen to build IMM in East Malaysia and believes she has a role to play at IMM. She loves Dato' Sharifah's energy and hopes to be able to keep pace with her as a member of the Council. 	
4.10	<ul style="list-style-type: none"> Tengku Nila shared her experience on life on the other side of being a Council Member and she enjoyed the time spent with the other Council Members at IMM's functions and activities. She is committed to attend Council meetings more regularly and will do her part in bringing in more members for IMM. 	
4.11	<ul style="list-style-type: none"> Puan Siti Badarny Shamsaifah Hassan introduced herself as being from Putra Business School. She thanked the Institute's President and Vice President for their belief in her ability to serve the Council as a member 	
4.12	<ul style="list-style-type: none"> Prof. Datuk Dr. Marimuthu informed that he is thinking of resigning as Vice President and will serve the Council for one more term or two years. 	
4.13	<ul style="list-style-type: none"> Cik Haslina Azlan informed that she has been a Council Member and its Honorary Secretary for 12 years. She is attached to Telekom Malaysia for 29 years now. She still wants to continue to help IMM with whatever she can contribute. 	
4.14	<ul style="list-style-type: none"> Ms Sarah Tan informed that she is from TM Info-Media Sdn. Bhd. and is thankful for her part as a Council Member of IMM because she has learnt a lot from the other Council Members. 	
4.15	<ul style="list-style-type: none"> Encik Mohamed Sallauddin mentioned that he has been a Council Member for the last 2 terms and thanked IMM for their trust in him to serve for another term. He also said that being attached with Malaysia Airports Holdings Berhad (MAHB) as its General Manager Airline Marketing, his work often takes him out of the country, but he hope to give more commitment to IMM in the new term. 	
4.16	<ul style="list-style-type: none"> Puan Shahana informed that she is Haslina's sister. She has spent 15 years in Corporate work as Research Consultant for a Canadian company and also a trainer for IMM. 	
4.17	<ul style="list-style-type: none"> After all the introductions were over, the President proposed that the AGM be closed, and proceeded with the last two items in the Agenda. 	
5	<p>To elect Auditors for 2017-2019</p> <p>The President informed that there will be no election of Auditors for 2017-2019, as IMM do not have the means to engage an auditor. It was agreed that Mr. Jeyaraj Asirvatham to continue to come to IMM to assist with the Institute's accounts.</p>	
6	<p>Any Other Matters</p>	
6.1	<ul style="list-style-type: none"> Encik Czarif Chai Abdullah from SMECorp offered his congratulations to Dato' Sharifah and all the Council Members of IMM for another term in the Council. He assured that SMECorp will support all the seminars organized by IMM. He said that the strength of any organization relies on the number of members and suggest that IMM need more young people to join as members, with the social media being the current trend. 	



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ITEM	SUBJECT MATTER	ACTION
6.2	<ul style="list-style-type: none"> The President also announced that SMECorp will be sending 30 entrepreneurs/participants each for IMM's next two Seminars in September, by Kevin Abdulrahman and in October, by Ruth Stevens. 	
6.3	<ul style="list-style-type: none"> Dr. Richard Ng also congratulated the Council Members for the new Term 2017-2019. 	
6.4	<ul style="list-style-type: none"> He commented that IMM should review its objective in the industry and reposition itself. He also said that in terms of membership, the Council should appoint one representative by organization to bring in more members. 	
6.5	<ul style="list-style-type: none"> Dr. Richard Ng also said that IMM should also focus on training the less qualified people such as entrepreneurs. 	
6.6	<ul style="list-style-type: none"> The President thanked Dr. Richard Ng for all his comments and will take them into consideration. 	
7.	Conclusion	
7.1	There being no other matters to be discussed, the President officially declared the Annual General Meeting closed and thanked everyone present for their attendance	
7.2	<p>Before adjourning for group photo, the MC made a couple of announcements for the two Seminars which will be organized in IMM in September and October 2017 :</p> <ul style="list-style-type: none"> One-Day Seminar by Kevin Abdulrahman on "Developing Leadership in your Organization" – 11 September 2017 at Hotel Istana, Kuala Lumpur One-Day Seminar by Ruth Stevens on "New Era Marketing" – 16 October 2017 at Mega View Deck, Menara Kuala Lumpur <p>The MC thanked everyone for attending and invited all members and guests to Lunch at Kembali Restaurant. The meeting was adjourned at 12.30 pm.</p>	
	<p>Prepared by :</p>  <p>Rahimah Abd. Kadir IMM</p>	
	<p>Reviewed by:</p>  <p>Haslina Azlan Honorary Secretary</p>	
	<p>Approved by :</p>  <p>Dato' Sharifah Mohd. Ismail President</p>	



27th COUNCIL MEMBERS 2017 - 2019



Seated (Left to Right): Morni Bt Bujang, Masela Ibrahim, Dato' Sharifah Mohd. Ismail, Prof. Datuk Dr. Marimuthu Nadason, Dr. Kamala Vainy Pillai, Franky H.F. Chong.

Standing (Left to Right): Haslina Binti Azlan, Sarah Tan Mee Loo, Tengku Nila Putri Bt Tengku Ilham, Mohamed Sallauddin Bin Hj Mohamed Shah, Siti Badarny Shamsaifah Hassan, Shahana Bt Azlan, Fairuz Muchtar, Santhi A/P Govindan, Nitthiyanathan Lachumanan

IMM's Management and Operations

The management of the Institute is invested in a Council which is responsible for the financial and general affairs of the Institute. The 15 Council Members are individuals representing various sectors and industries as well as academicians and entrepreneurs. The Council Members are elected and their services are on voluntary basis. The operation is based on income derived from membership fees, publication as well as training and education programs managed and provided by the Institute.

IMM STAFF



Noorlela Binti Othman



Rahimah Abd. Kadir

The office of the Institute is managed by two (2) full time/ part time staff responsible for all matters pertaining to membership, training, events, administration & finance as well as other special projects undertaken by the Institute.



CALENDAR OF EVENTS 2017

NO	DATE	EVENT	CATEGORY	VENUE
JANUARY 2017				
1	12th & 13th Jan	SME TRAINING – EXCELLENT CUSTOMER SERVICE FOR THE HOSPITALITY INDUSTRY	TRAINING	FATIHAH FROZEN FOOD, KUALA LUMPUR
2	21st Jan	7th COUNCIL MEETING (HOSTED BY ASHOK)	COUNCIL MEETING	MAHARAJ RESTAURANT, JALAN GASING
FEBRUARY 2017				
3	6th & 7th Feb	SME TRAINING – COACHING AND MENTORING FOR ORGANIZATIONAL EFFECTIVENESS	TRAINING	ALPRO, SEREMBAN, NEGERI SEMBILAN
4	18th & 19th Feb	SME TRAINING – MANAGING ORAL COMMUNICATION 1 FOR SMIs / SMEs ENTREPRENEURS	TRAINING	FATIHAH FROZEN FOOD, KUALA LUMPUR
5	21st Feb	1-DAY SEMINAR: IMAGE BUILDING – FIRST IMPRESSION AND EFFECTIVE COMMUNICATION FOR SIME DARBY LOCKTON INSURANCE BROKERS SDN BHD	TRAINING	SUNWAY PUTRA HOTEL, KUALA LUMPUR
6	22nd Feb	8th COUNCIL MEETING	COUNCIL MEETING	IMPIANA HOTEL, KLCC, KUALA LUMPUR
7	22nd Feb	CEOTALK BY YBHG. PROF. DATUK SERI DR. MD. ZABID HAJI ABDUL RASHID – UNIVERSITI TUN ABDUL RAZAK (UNIRAZAK)	EVENT	IMPIANA HOTEL, KLCC, KUALA LUMPUR
8	28th Feb	HI-TEA FOR “CANCER CARE” FUND RAISING WITH HRH SULTANAH PAHANG SULTANAH HAJJAH KALSOM	EVENT/PIBAIK	CONCORDE HOTEL, KUALA LUMPUR
MARCH 2017				
9	1st & 2nd March	SME TRAINING – FUNDAMENTAL OF MARKETING AND MARKETING STRATEGIES	TRAINING	SUNWAY PUTRA HOTEL, KUALA LUMPUR
10	6th March	MOA SIGNING CEREMONY BETWEEN PUTRA BUSINESS SCHOOL AND IMM FOR MBA IN MARKETING WITH CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA)	EVENT	FACULTY OF ECONOMICS AND MANAGEMENT MEETING ROOM, UNIVERSITI PUTRA MALAYSIA
11	11th & 12th March	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) CLASS 1: MARKETING STRATEGY	SEMINAR	IMM OFFICE
12	22nd March	UNIVERSITI TUNKU ABDUL RAHMAN (UTAR) FINANCE & BUSINESS FACULTY (FBF) INFORMATION DAY	UNIVERSITI TUNKU ABDUL RAHMAN (UTAR)	UNIVERSITI TUNKU ABDUL RAHMAN (KAMPAR, PERAK)
APRIL 2017				
13	1st & 2nd April 2017	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) CLASS 2 : MARKETING RESEARCH	SEMINAR	IMM OFFICE
14	4th & 5th April 2017	2-DAY MARKETING SEMINAR : NEW AGE MARKETING	SEMINAR	HONDA MALAYSIA SDN BHD, PETALING JAYA
15	8th & 9th April 2017	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) CLASS 3 : MARKETING COMMUNICATION	SEMINAR	IMM OFFICE
16	17th April 2017	ONE-DAY SEMINAR: “THE NEW YOU” BY JACKSON NG	SEMINAR	MENARA KUALA LUMPUR
17	22nd April 2017	9th COUNCIL MEETING	COUNCIL MEETING	PERSATUAN ALUMNI UNIVERSITI MALAYA, KUALA LUMPUR (PAUM)
18	22nd & 23th April 2017	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) CLASS 4 & 5 : ASIA BUSINESS & ASIA MARKETING MANAGEMENT	SEMINAR	PERSATUAN ALUMNI UNIVERSITI MALAYA, KUALA LUMPUR (PAUM)
19	25th April 2017	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) EXAM: ASIA BUSINESS	SEMINAR / EXAM	IMM OFFICE
20	27th April 2017	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) EXAM: ASIA MARKETING MANAGEMENT	SEMINAR / EXAM	IMM OFFICE



CALENDAR OF EVENTS 2017

NO	DATE	EVENT	CATEGORY	VENUE
		NO EVENT	MAY 2017	
		NO EVENT	JUNE 2017	
		JULY 2017		
21	16th July 2017	MAJLIS MESRA HARI RAYA AIDILFITRI 1438H/2017	NETWORKING / EVENT	DEWAN BERJAYA, BUKIT KIARA EQUESTRIAN AND COUNTRY RESORT, KUALA LUMPUR
		AUGUST 2017		
22	26th August 2017	IMM 27th ANNUAL GENERAL MEETING	MEETING	BEST WESTERN PETALING JAYA, SELANGOR.
23	29th August 2017	COURTESY CALL - YBM TENGKU RAZALEIGH HAMZAH BY IMM PRESIDENT & COUNCIL MEMBERS	COURTESY VISIT	TAN SRI OFFICE IN KUALA LUMPUR
		SEPTEMBER 2017		
24	7th September 2017	3rd ANNUAL ASEAN MARKETING SUMMIT 2017	MEETING	BALLROOM RAFFLES HOTEL JAKARTA JALAN PROF. DR. SATRIO KAV 3 – 5, JAKARTA
25	11th September 2017	ONE-DAY SEMINAR: "DEVELOPING LEADERSHIP IN YOUR ORGANIZATION" BY KEVIN ABDULRAHMAN	SEMINAR	HOTEL ISTANA, KUALA LUMPUR
		OCTOBER 2017		
26	16th October 2017	ONE-DAY SEMINAR: "NEW ERA MARKETING" BY RUTH STEVEN	SEMINAR	MEGA VIEW DECK, MENARA KUALA LUMPUR
		NOVEMBER 2017		
		NO EVENT		
		DECEMBER 2017		
27	9th December 2017	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) GRADUATION CEREMONY CLASS 2/2016 (Oct) & 1/2017 (April)	EVENT	SIME DARBY CONVENTION CENTRE, BUKIT KIARA KUALA LUMPUR
28	16th December 2017	IMM TREASURE HUNT 2017	NETWORKING	FLAG OFF BY PBS @ PAUM ENDS: MTDC @ UPM

CALENDAR OF EVENTS 2018

		NO EVENT	JANUARY 2018	
			FEBRUARY 2018	
1	6th & 7th February 2018	THE MALAYSIA LEADERSHIP SUCCESSION SUMMIT & POST SUMMIT STRATEGY MASTERCLASS	In collaboration with ILD-UiTM & GLD	SIME DARBY CONVENTION CENTRE, KUALA LUMPUR
2	8th & 9th February 2018	2-DAY TRAINING: EXCELLENT CUSTOMER SERVICE FOR THE HOSPITALITY INDUSTRY	TRAINING	MALAYSIAN INSTITUTE OF BAKING SDN. BHD. , PJ, SELANGOR.
3	10th February 2018	2nd COUNCIL MEETING (HOSTED BY FOMCA)	COUNCIL MEETING	FEDERATION OF MALAYSIAN CONSUMERS ASSOCIATION (FOMCA), PJ, SELANGOR.



CALENDAR OF EVENTS 2018

NO	DATE	EVENT	CATEGORY	VENUE
FEBRUARY 2018 - cont				
4	10th & 11th February	2-DAY TRAINING: STRATEGIC MARKETING AND BUSINESS PLANNING	SME TRAINING	MALAYSIAN INSTITUTE OF BAKING SDN. BHD., PETALING JAYA, SELANGOR
5	10th & 11th February	2-DAY - EXCELLENT CUSTOMER SERVICE FOR HOSPITALITY INDUSTRY	SME TRAINING	PEWARIS GEMILANG SDN. BHD., KAJANG, SELANGOR.
MARCH 2018				
NO EVENT				
APRIL 2018				
6	10 April 2018	1-DAY SEMINAR: "SOCIAL MEDIA MARKETING & CLIENT ATTRACTION" by Chris Randolph	SEMINAR	SIME DARBY CONVENTION CENTRE, KUALA LUMPUR.
MAY 2018				
NO EVENT				
JUNE 2018				
7	22nd June 2018	MOU – IMM & HIGHER EDUCATION QUALIFICATION, PEARSON UK THROUGH PEARSON EDUCATION SOUTH ASIA PTE. LTD; SINGAPORE	MOA SIGNING	PEARSON MALAYSIA BANGSAR SOUTH, KUALA LUMPUR
JULY 2018				
8	1st July 2018	MAJLIS MESRA HARI RAYA AIDILFITRI 1439H/2018 – GUEST OF HONOR: HRH SULTANAH PAHANG, SULTANAH HAJAH KALSOM.	NETWORKING / EVENT	HOTEL SERI PACIFIC, KUALA LUMPUR
9	18th July 2018	CEOTALK BY CHRISTOPHER RANDOLPH - GROUP CEO, COMMTECH INNOVATIVE GROUP SDN. BHD.	EVENT	PERSATUAN ALUMNI UNIVERSITI MALAYA (PAUM) CLUBHOUSE, KUALA LUMPUR
10	21st & 22nd July 2018	2-DAY SEMINAR : "MANAGING A SUCCESSFUL SALES TEAM"	SME TRAINING	AMERIN HOTEL, JALAN PERLING, JOHOR
11	28th July 2018	3rd COUNCIL MEETING	COUNCIL MEETING	PERSATUAN ALUMNI UNIVERSITI MALAYA (PAUM) CLUBHOUSE, KUALA LUMPUR
12	28th & 29th July 2018	2-DAY SEMINAR: "STRATEGIC MARKETING & BUSINESS PLANNING"	SME TRAINING	AMERIN HOTEL, JALAN PERLING 1, TAMAN PERLING, SKUDAI, JOHOR.
13	30th & 31st July 2018	2-DAY SEMINAR: "COACHING & MENTORING FOR ORGANIZATIONAL EFFECTIVENESS"	SME TRAINING	MALAYSIAN INSTITUTE OF BAKING SDN. BHD., PETALING JAYA, SELANGOR
AUGUST 2018				
NO EVENT				
SEPTEMBER 2018				
14	5 September 2018	1-DAY SEMINAR: "SALES EDGE" by Chris Randolph	SEMINAR	PERSATUAN ALUMNI UNIVERSITI MALAYA (PAUM) CLUBHOUSE, KUALA LUMPUR
15	7th September 2018	LAUNCH OF 1ST IMM STUDENT CHAPTER - GUEST OF HONOR: YBHG. TAN SRI RAFIDAH AZIZ	IMM STUDENT CHAPTER LAUNCH	CURTIN UNIVERSITY, SARAWAK, MALAYSIA
16	13th September 2018	COURTESY VISIT WITH YBHG. DATUK ISHAM ISHAK SECRETARY – GENERAL, MINISTRY OF INTERNATIONAL TRADE & INDUSTRY (MITI)	COURTESY VISIT SEC. GENERAL OF MITI	MINISTRY OF INTERNATIONAL TRADE & INDUSTRY, KUALA LUMPUR



CALENDAR OF EVENTS 2018

NO	DATE	EVENT	CATEGORY	VENUE
OCTOBER 2018				
17	1st & 2nd October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) MARKETING STRATEGY	SEMINAR	PBS, UPM SERDANG, SELANGOR
18	3rd & 4th October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) MARKETING RESEARCH	SEMINAR	PBS, UPM SERDANG, SELANGOR
19	4th October 2018	COURTESY CALL ON YANG BERTHORMAT YB. DATUK DARELL LEIKING MINISTER OF INTERNATIONAL TRADE & INDUSTRY (MITI)	COURTESY VISIT ON MINISTER OF MITI	MINISTRY OF INTERNATIONAL TRADE & INDUSTRY, KUALA LUMPUR
20	5th & 8th October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) INTEGRATED MARKETING COMMUNICATIONS	SEMINAR	PBS, UPM SERDANG, SELANGOR
21	9th & 10th October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) ASIA BUSINESS	SEMINAR	PBS, UPM SERDANG, SELANGOR
22	18th October 2018	ONE-DAY CONFERENCE: "MINDS OF MARKETING"	In collaboration with ROOTWOMMERS SDN. BHD.	SETIA CITY CONVENTION CENTRE, SHAH ALAM, SELANGOR
23	20th October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) SPECIAL REVISION-BASED BY OVERSEAS TRAINER: ASIA BUSINESS & ASIA MARKETING MANAGEMENT	SPECIAL REVISION-BASED SEMINAR	TMCC CONVENTION CENTRE, KUALA LUMPUR
24	21st October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) ASIA BUSINESS & ASIA MARKETING MANAGEMENT	SEMINAR - CASE STUDY REPORTING/ PRESENTATION	IMM TRAINING CENTRE, SUNWAY PJ 51A, PJ, SELANGOR
25	23rd October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA): EXAMINATION: ASIA BUSINESS	EXAMINATION - ESSAY QUESTIONS WITH CASE STUDY	IMM TRAINING CENTRE, SUNWAY PJ 51A, PJ, SELANGOR
26	25th October 2018	CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA): EXAMINATION: ASIA MARKETING MANAGEMENT	EXAMINATION - ESSAY QUESTIONS WITH CASE STUDY	IMM TRAINING CENTRE, SUNWAY PJ 51A, PJ, SELANGOR
27	27th October 2018	4th COUNCIL MEETING	COUNCIL MEETING	MEETING ROOM @ INSTITUTE OF MARKETING MALAYSIA
NOVEMBER 2018				
28	24 November 2018	IMM BOWLING TOURNAMENT 2018	NETWORKING	U-BOWL @ ONE-UTAMA SHOPPING CENTRE
29	29 November 2018	CEOTALK BY KHAIRUL ANWAR – EXECUTIVE DIRECTOR & CERTIFIED COACH. DT LEADERSHIP SDN. BHD.	EVENT/CEOTALK	TMCC CONVENTION CENTRE, KUALA LUMPUR
DECEMBER 2018				
30	20th & 21st Dec. 2018	2-DAY SEMINAR: "STRATEGIC MARKETING & BUSINESS PLANNING"	SEMINAR	TMCC CONVENTION CENTRE, KUALA LUMPUR



CEO TALK BY YBHG. PROF DATUK SERI DR. MD. ZABID HAJI ABDUL RASHID
UNIVERSITI TUN ABDUL RAZAK (UNIRAZAK)
28 FEBRUARY 2017, IMPIANA HOTEL, KLCC, KUALA LUMPUR.





**MOA SIGNING CEREMONY BETWEEN PUTRA BUSINESS SCHOOL AND IMM
FOR MBA IN MARKETING WITH CERTIFIED PROFESSIONAL MARKETER - CPM (ASIA)**
6 MARCH 2017, FACULTY OF ECONOMICS AND MANAGEMENT, UNIVERSITI PUTRA MALAYSIA



**COURTESY CALL - YBM TENGKU RAZALEIGH HAMZAH BY
IMM PRESIDENT & COUNCIL MEMBERS**

29th AUGUST 2017, TAN SRI OFFICE IN KUALA LUMPUR.





MAJLIS MESRA HARI RAYA AIDILFITRI 1438H/2017
16th JULY 2017, DEWAN BERJAYA, BUKIT KIARA EQUESTRIAN AND COUNTRY RESORT, KUALA LUMPUR





IMM 27TH ANNUAL GENERAL MEETING.

26 AUGUST 2017, BEST WESTERN HOTEL, PETALING JAYA, SELANGOR





ONE-DAY SEMINAR: "DEVELOPING LEADERSHIP IN YOUR ORGANIZATION"
BY KEVIN ABDULRAHMAN
11th SEPTEMBER 2017, HOTEL ISTANA, KUALA LUMPUR



**ONE-DAY SEMINAR: "NEW ERA MARKETING" BY RUTH STEVEN**

16th OCTOBER 2017, MEGA VIEW DECK, MENARA KUALA LUMPUR





CERTIFIED PROFESSIONAL MARKETER – CPM (ASIA) GRADUATION CEREMONY CLASS 2/2016 (OCT) & 1/2017 (APRIL)

9th DECEMBER 2017, SIME DARBY CONVENTION CENTRE, BUKIT KIARA KUALA LUMPUR







MAJLIS MESRA HARI RAYA AIDILFITRI 1439H/2018
– GUEST OF HONOR: HRH SULTANAH PAHANG, SULTANAH HAJJAH KALSOM.
1st JULY 2018, HOTEL SERI PACIFIC, KUALA LUMPUR





MOU – IMM & HIGHER EDUCATION QUALIFICATION, PEARSON UK THROUGH PEARSON EDUCATION SOUTH ASIA PTE. LTD; SINGAPORE
22nd JUNE 2018, PEARSON MALAYSIA BANGSAR SOUTH, KUALA LUMPUR



CEO TALK BY CHRIS RANDOLPH
18th JULY 2018, PERSATUAN ALUMNI UNIVERSITI MALAYA





LAUNCH OF 1ST IMM STUDENT CHAPTER - GUEST OF HONOR: YBHG. TAN SRI RAFIDAH AZIZ
7th SEPTEMBER 2018, CURTIN UNIVERSITY, MALAYSIA





**COURTESY CALL ON YANG BERHORMAT YB. DATUK DARELL LEIKING
MINISTER OF INTERNATIONAL TRADE & INDUSTRY (MITI)**
4th OCTOBER 2018, MINISTRY OF INTERNATIONAL TRADE & INDUSTRY, KUALA LUMPUR



**COURTESY VISIT WITH YBHG. DATUK ISHAM ISHAK
SECRETARY – GENERAL, MINISTRY OF INTERNATIONAL TRADE & INDUSTRY (MITI)**
13th SEPTEMBER 2018, MINISTRY OF INTERNATIONAL TRADE & INDUSTRY, KUALA LUMPUR





IMM BOWLING TOURNAMENT

24th NOVEMBER 2018, U-BOWL@ONE UTAMA SHOPPING CENTRE



**CEO TALK BY KHAIRUL ANWAR – EXECUTIVE DIRECTOR & CERTIFIED COACH.
DT LEADERSHIP SDN. BHD.**

29 NOVEMBER 2018, TMCC CONVENTION CENTRE, KUALA LUMPUR





INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

ACCOUNTS FOR THE YEAR ENDED
Ended 31st December 2016

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

DECLARATION

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the Chairman, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, are correct for the year ended 31st December 2016.

DATO' SHARIFAH BINTI MOHD ISMAIL
(NRIC: 511110 -07 – 5260)
CHAIRMAN

HASLINA BINTI AZLAN
(NRIC: 651026 - 08 - 6092)
HONORARY SECRETARY

SARAH TAN MEE LOO
(NRIC: 631225 – 14 - 5018)
ASST. HONORARY TREASURER



INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

BALANCE SHEET AS AT 31 DECEMBER 2016

	Notes	31/12/2016 RM	31/12/2015 RM
PROPERTY, PLANT AND EQUIPMENT	3	12,862	16,637
CURRENT ASSETS			
Cash and Bank Balances	4	34,186	19,281
Other Receivables and Deposit	5	88,913	191,814
		<u>123,100</u>	<u>211,095</u>
CURRENT LIABILITIES			
Other Creditors and Accruals		14,333	7,382
		<u>14,333</u>	<u>7,382</u>
NET CURRENT ASSETS		108,767	203,713
		<u>121,629</u>	<u>220,350</u>
REPRESENTED BY :			
ACCUMULATED FUND			
BALANCE B/F		220,350	219,088
SURPLUS / (DEFICIT) FOR THE YEAR		-98,721	1,262
BALANCE C/F		<u>121,629</u>	<u>220,350</u>



INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED 31 DECEMBER 2016

		YEAR 2016 RM	YEAR 2015 RM
INCOME			
	ADVERTISEMENT	0	6,887
	SEMINAR, TRAINING & EVENTS	301,218	122,626
	SPONSORSHIP	135,186	0
	BOWLING TOURNAMENT	0	7,402
	TREASURE HUNT	0	90
	BOOK SALES	0	1,013
		<u>436,404</u>	<u>138,017</u>
	ANNUAL SUBSCRIPTION / ENTRANCE FEES :-		
	- NEW ORDINARY MEMBER (NOM)	6,065	7,005
	- LIFE MEMBERSHIP	3,000	0
	- NEW STUDENT MEMBERSHIP (NSM)	0	150
	- NEW CORPORATE MEMBERSHIP (NCM)	12,000	12,000
	- ORDINARY MEMBERSHIP RENEWAL (OMR)	6,120	4,250
	- CORPORATE MEMBERSHIP RENEWAL (CMR)	55,000	95,500
OTHER INCOME	GRANT	0	141,565
TOTAL INCOME		<u>518,589</u>	<u>398,487</u>
EXPENDITURE			
	ACCOUNTING FEES	3,000	3,000
	DEPRECIATION	5,378	7,056
	BANK CHARGES	125	240
	IMM DOMAIN & WEBSITE	290	1,248
	MARKETEER MAGAZINE	54,020	17,384
	MEETING EXPENSES	1,734	9,163
	TRANSPORTATION, PETROL & PARKING	4,276	2,768
	MEMBERSHIP FEE RENEWAL- AMP	3,301	5,081
	PHOTOGRAPHY FEE	8,497	3,940
	BOOKS	519	164
	NEWSPAPER & PERIODICALS	383	646
	IMM SOUVENIR ITEMS, GIFTS & DONATION	10,771	10,144
	MEALS & REFRESHMENT	4,193	2,100
	PRINTING & STATIONERY	14,055	16,220
	SUBSCRIPTION TO HARVARD BUSINESS REVIEW	0	18,150
	BOWLING TOURNAMENT	0	9,336
	SEMINAR, TRAINING & EVENTS	274,607	103,793
	LICENSE FEE	0	1,325
	OFFICE & EQUIPMENT MAINTENANCE	4,042	4,170
	RENTAL OF PREMISES	36,397	33,442
	SALARIES, WAGES & ALLOWANCES	169,056	130,552
	POSTAGE & COURIER	10,899	7,422
	TELEPHONE & MULTIMEDIA	4,137	4,186
	ELECTRICITY & WATER	5,462	5,069
	BROCHURES, BANNERS & POP-UP SYSTEMS	2,166	625
TOTAL EXPENDITURE		<u>617,310</u>	<u>397,225</u>
SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE		-98,721	1,262



INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

NOTES ON THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 2016

1 PRINCIPAL ACTIVITY

The Institute is principally engaged in training and education, publication, social networking, study, facilities visit and other marketing activities.

2 SIGNIFICANT ACCOUNTING POLICIES**2.1 ACCOUNTING CONVENTION**

The accounts have been prepared under the historical cost convention

2.2 FIXED ASSETS AND CONVENTION

Fixed Assets are depreciated on a straight line basis over the expected useful lives of the assets concerned

The principal annual rates of depreciation used are:

Furniture & Fittings	10%
Office equipment	10%
Computer	20%

3 PROPERTY, PLANT AND EQUIPMENT

At Cost	Furniture & Fittings RM	Office Equipment RM	Computer RM	TOTAL RM
At 1 January 2016	7,661.00	37,762.15	32,173.00	77,596.15
Additions			1,602.83	1,602.83
At 31 December 2016	7,661.00	37,762.15	33,775.83	79,198.98
Accumulated Depreciation				
At 1 January 2016	7,660.00	21,125.80	32,173.00	60,958.80
Charge for the year		3,776.22	1,601.83	5,378.05
At 31 December 2016	7,660.00	24,902.02	33,774.83	66,336.85
Net Book Value				
At 31 December 2016	1.00	12,860.13	1.00	12,862.13

4 CASH & BANK BALANCES**RM**

RHB BANK (21240600011319)	1,094.73
CIMB (124800145720)	27,336.04
PETTY CASH	5,755.68
	34,186.45

5 OTHER RECEIVABLES & DEPOSIT

OTHER RECEIVABLES	84,122.59
GST RECEIVABLE	290.71
DEPOSIT-RENTAL OF PREMISES	1,500.00
DEPOSIT-SYABAS	500.00
DEPOSIT-TNB	2,500.00
	88,913.30



INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

ACCOUNTS FOR THE YEAR ENDED
Ended 31st December 2017

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

DECLARATION

We, Dato' Sharifah Binti Mohd Ismail, Haslina Binti Azlan and Sarah Tan Mee Loo being the Chairman, Honorary Secretary and Assistant Honorary Treasurer primarily responsible for the financial management of **INSTITUTE OF MARKETING MALAYSIA**, do solemnly and sincerely declare that the annexed balance sheet and related income and expenditure statements together with the notes to the accounts to the best of our knowledge and belief, are correct for the year ended 31st December 2017.

DATO' SHARIFAH BINTI MOHD ISMAIL
(NRIC: 511110 -07 – 5260)
CHAIRMAN

HASLINA BINTI AZLAN
(NRIC: 651026 - 08 - 6092)
HONORARY SECRETARY

SARAH TAN MEE LOO
(NRIC: 631225 – 14 - 5018)
ASST. HONORARY TREASURER



INSTITUTE OF MARKETING MALAYSIA

INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

BALANCE SHEET AS AT 31 DECEMBER 2017

	Notes	31/12/2017 RM	31/12/2016 RM
PROPERTY, PLANT AND EQUIPMENT	3	9,086	12,862
CURRENT ASSETS			
Cash and Bank Balances	4	37,553	34,186
Other Receivables and Deposit	5	28,012	88,913
		<u>65,566</u>	<u>123,100</u>
CURRENT LIABILITIES			
Other Creditors and Accruals		6,500	14,333
		<u>6,500</u>	<u>14,333</u>
NET CURRENT ASSETS		59,066	108,767
		<u>68,152</u>	<u>121,629</u>
REPRESENTED BY :			
ACCUMULATED FUND			
BALANCE B/F		121,629	220,350
SURPLUS / (DEFICIT) FOR THE YEAR		(53,477)	(98,721)
BALANCE C/F		<u>68,152</u>	<u>121,629</u>



INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

INCOME & EXPENDITURE STATEMENT FOR THE YEAR ENDED FOR THE YEAR ENDED 31 DECEMBER 2017

	YEAR 2017 RM	YEAR 2016 RM
INCOME		
ADVERTISEMENT	7,547.17	0.00
SEMINAR, TRAINING & EVENTS	369,791.32	301,217.99
SPONSORSHIP	0.00	135,185.90
TREASURE HUNT	19,800.01	0.00
BOOK SALES	1,010.00	0.00
	<hr/>	<hr/>
	398,148.50	436,403.89
ANNUAL SUBSCRIPTION / ENTRANCE FEES :-		
• NEW ORDINARY MEMBER (NOM)	4,480.00	6,065.00
• LIFE MEMBERSHIP FEE	2,000.00	3,000.00
• NEW STUDENT MEMBERSHIP (NSM)	250.00	0.00
• NEW CORPORATE MEMBERSHIP (NCM)	15,500.00	12,000.00
• ORDINARY MEMBER RENEWAL (OMR)	6,800.00	6,120.00
• CORPORATE MEMBER RENEWAL (CMR)	71,650.00	55,000.00
	<hr/>	<hr/>
TOTAL INCOME	498,828.50	518,588.89
EXPENDITURE		
ACCOUNTING FEES	3,000.00	3,000.00
DEPRECIATION	3,776.22	5,378.05
BANK CHARGES	212.86	125.10
IMM DOMAIN & WEBSITE	563.58	290.00
MARKETEER MAGAZINE	23,240.00	54,020.00
MEETING EXPENSES	8,607.10	1,734.13
TRANSPORTATION, PETROL & PARKING	9,156.63	4,276.41
MEMBERSHIP FEE RENEWAL- AMP	3,623.75	3,301.20
PHOTOGRAPHY FEE	4,710.00	8,497.49
BOOKS	1,350.00	519.20
NEWSPAPER & PERIODICALS	429.06	382.64
IMM SOUVENIR ITEMS, GIFTS & DONATION	15,696.48	10,770.88
MEALS & REFRESHMENT	2,069.07	4,193.02
PRINTING & STATIONERY	12,867.59	14,054.61
TREASURE HUNT	15,023.12	0.00
SEMINAR, TRAINING & EVENTS	246,572.97	274,607.37
OFFICE & EQUIPMENT MAINTENANCE	5,935.71	4,041.81
RENTAL OF PREMISES	36,000.00	36,397.00
SALARIES, WAGES & ALLOWANCES	137,211.79	169,056.19
POSTAGE & COURIER	7,627.92	10,899.42
TELEPHONE & MULTIMEDIA	4,485.78	4,137.45
ELECTRICITY & WATER	5,005.92	5,462.30
BROCHURES, BANNERS & POP-UP SYSTEMS	5,140.00	2,166.00
	<hr/>	<hr/>
TOTAL EXPENDITURE	552,305.55	617,310.27
SURPLUS / (DEFICIT) INCOME OVER EXPENDITURE	(53,477.05)	(98,721.38)



INSTITUTE OF MARKETING MALAYSIA
(Incorporated in Malaysia)

NOTES ON THE FINANCIAL STATEMENTS FOR THE YEAR ENDED 31 DECEMBER 2017

1 PRINCIPAL ACTIVITY

The Institute is principally engaged in training and education, publication, social networking, study facilities visit and other marketing activities.

2 SIGNIFICANT ACCOUNTING POLICIES

2.1 ACCOUNTING CONVENTION

The accounts have been prepared under the historical cost convention

2.2 FIXED ASSETS AND CONVENTION

Fixed Assets are depreciated on a straight line basis over the expected useful lives of the assets concerned

The principal annual rates of depreciation used are:

Furniture & Fittings	10%
Office equipment	10%
Computer	20%

3 PROPERTY, PLANT AND EQUIPMENT

At Cost	Furniture & Fittings	Office equipment	Computer	TOTAL
	RM	RM	RM	
At 1 January 2017	7,661.00	37,762.15	33,775.83	79,198.98
Additions				0.00
At 31 December 2017	7,661.00	37,762.15	33,775.83	79,198.98
Accumulated Depreciation				
At 1 January 2017	7,660.00	24,902.02	33,774.83	66,336.85
Charge for the year		3,776.22		3,776.22
At 31 December 2017	7,660.00	28,678.24	33,774.83	70,113.07
Net Book Value				
At 31 December 2017	1.00	9,083.91	1.00	9,085.91

4 CASH & BANK BALANCES

	RM
RHB BANK (21240600011319)	18,291.76
CIMB (124800145720)	14,610.83
PETTY CASH	4,650.86
	37,553.45

5 OTHER RECEIVABLES & DEPOSIT

OTHER RECEIVABLES	26,900.92
GST RECEIVABLE/ (PAYABLE)	(3,388.47)
DEPOSIT-RENTAL OF PREMISES	1,500.00
DEPOSIT-SYABAS	500.00
DEPOSIT-TNB	2,500.00
	28,012.45



INSTITUTE OF MARKETING MALAYSIA

OUR CORPORATE MEMBERS

JANUARY 2017 – DECEMBER 2018





INSTITUTE OF MARKETING MALAYSIA

Block C-3A, Sunway PJ 51A, Jalan SS9A/19,
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