

The logo for Cimpa features a white rounded rectangular box containing the word "cimpa" in a bold, lowercase, sans-serif font. Above the letter 'i' is a small white circle. The entire logo is centered on a solid purple background.

cimpa

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Chairman's Summary

What a year!

After a whirlwind 2020, the CIMPA Community flourished in 2021. In January, we kicked off with a beachside social / turtle release which set the tone for a non-stop year.

Our membership base reached almost 100 active members who took part in a series of virtual and in-person trainings ranging from topics on Crisis Communications to how Branding and HR work together.

Highlights from this year included awarding our annual student scholarship, celebrating the outstanding work of our marketing and advertising community at the CIMPA Awards, and hearing from top names in global industry at our annual Conference.

Over the last couple of years, we've seen an amazing drive to level up the marketing and advertising standard in Cayman. Our community of creative and marketing professionals are so full of talent and ambition, and I'm so excited to see where we end up next.

Thank you to the CIMPA board, our members, and the wider community for a wonderful four years with the organisation. Here's to growth and success as the new CIMPA board takes the helm.

2021 Board



L:R Jade Parker (Comms), Deshae Terry (Training), Alanna Warwick-Smith (Community), Lucy Taylor (Events) Julian Foster (Chair), Melanie Thomas (Treasurer), Taylor Patterson (Membership) Kerry Glanfield (Secretary), Nelmarie Geldenhuys (Creative), Natalie Porter (Vice Chair)

Membership: Goals

- Inspire 20% of expired members to rejoin the organization
- Build our membership base by an additional 40 new members
- Outline and build upon the benefits of joining CIMPA that encourages members to join and remain active throughout the year.



Membership: Results

There are currently 93 active registered members.

In partnership with the Chamber of Commerce, CIMPA members now receive discounted pricing on the Chamber's training opportunities.

There are currently 4 student memberships.

CIMPA members received a discounted rates on both the Awards and Conference events.

CIMPA members enjoyed a mix of virtual and in-person trainings this year.

Events: Goals

Derive a calendar of exciting social and educational events for the CIMPA community.

To enhance member satisfaction and encourage effective networking through a series of unique and inspiring socials events.

To further foster a strong sense of community among our members as well as boost new member interest through the promotion and delivery of engaging social and collective events.

To ensure that the CIMPA Awards and Conference run flawlessly, working with venues and sub-teams to generate an exciting and enticing schedule for both events.

To connect CIMPA members with opportunities for personal and professional growth.



Events: Results

Sunset social and turtle release at Caribbean Club (January)

Networking social at Agave (May)

CIMPA Awards at Kimpton Seafire (June)

CIMPA Conference at Kimpton Seafire (September)

AGM at Compass Loft (December)

Events: Results—Awards

The 2021 CIMPA awards were launched in February with a final submission deadline of March 26th. The application process was handled by two volunteer coordinators, liaising with a panel of international judges to ensure the utmost professionalism and impartiality. Over 50 award applications were submitted across 11 award categories. A dedicated COVID-19 Campaign of the Year award (named PIVOT 2.0) was added to the categories.

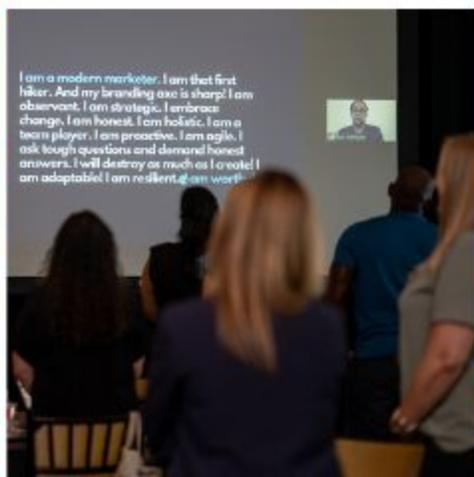
The annual awards ceremony was held at The Kimpton Seafire Resort & Spa on Friday, June 18. With an impressive turnout of over 130 attendees, the event was well received by all. Over \$1000 CI was raised towards the CIMPA scholarship via a highly successful 50/50 raffle held on the evening.



Events: Results—Conference

The 2021 (8th annual) CIMPA Conference was held on Friday, September 3rd at the Kimpton Seafire Resort & Spa with over 80 attendees.

This year's theme was "Reimagining Resilience." Throughout the day we explored legacy brands that have cemented their place in the market and discovered how up and coming brands can learn from their journeys and best practices. The line-up featured 5 International speakers, presenting via Zoom, as well as a local keynote - Elizabeth Chambers.



Training: Goals

To provide marketing trainings to all skill levels: Beginner, Intermediate, and Advanced

To provide 3 trainings per quarter

To average 35 attendees per training session

To offer trainings on a range of topics: Hubspot series, Adobe Suite training series, Crisis Communications, & Data Protection/GDPR in marketing



Training: Results

This year, in light of the COVID-19 pandemic, CIMPA's training focused on providing accessible support to the larger community of businesses and marketers in Cayman.

The following quarterly training sessions were held:

TIGHTEN YOUR SHOELACES HR + BRANDING (30+ PARTICIPANTS)

MAKING THE MOST OF YOUR PHOTOGRAPHY WITH JANET JARCHOW (20+ PARTICIPANTS)

ONLINE LUNCH & LEARN - INTERNAL COMMS (20+ PARTICIPANTS)

CRISIS COMMUNICATIONS (20+ PARTICIPANTS)

Communications: Goals

Showcase CIMPA as the association setting the standards for marketing in the Cayman Islands.

Increase and maintain a solid engagement rate with all CIMPA communication channels which in turn, sees an increase in membership for the association.

Educate and inform the audience by generating and sharing industry expertise and intel.



Communications: Results

E-COMMUNICATIONS

Scheduled fortnightly and event-specific newsletters to the CIMPA database, resulting in 27 emails being sent through 2021. Increased email subscriber (CIMPA News & Events list) numbers from 649 to 685. Maintained an open rate of over 35.3% (industry average just 12%)

SOCIAL MEDIA

Facebook organic follower growth from 1,301 to 1,460.

We have made just over 100 Facebook posts over the year.

Our Instagram followers grew to 1,309. Established use of Instagram Stories and posted a variety of content including event promotions, marketing insights, job vacancies, training opportunities and community communications.

Community: Goals

To develop a foundation for an impactful social responsibility strategy that effectively leverages the diverse skillsets of CIMPA's membership to the benefit of our shared community

To develop a calendar of events to connect CIMPA members with opportunities to support community wellbeing and youth development.

To organise a volunteer event that engages CIMPA's membership to make a meaningful impact in the community.

To build local awareness of CIMPA's social responsibility efforts



Community: Results

2021 CIMPA SCHOLARSHIP

Clare Schofield was awarded 2021's CIMPA's CI\$5,000 scholarship. Clare is currently pursuing a bachelor's degree in Communications at Wilfrid Laurier University in Canada.

EARTH DAY CLEAN UP

CIMPA volunteers participated in the Cayman Islands Chamber of Commerce's rescheduled Earth Day island-wide clean-up

Finance: Cash Flow Statement

As of January 01 2021

Cash at Beginning of Year		15,968
Operations		
Cash receipts from		
Memberships		9,292
Annual Conference/sponsorships		55,307
Training/Other		-
Net Cash Flow From Operations		64,599
Operating Expense		
Cash paid for		
Annual Conference		(5,626)
Awards Dinner/Training/Other		(45,443)
Net Cash Flow from Operating Activities		(51,069)
Fees		
Cash paid for		
Bank fees/Credit card fees		(2,087)
Incorporation fees/etc.		(10,222)
Other Fees		(3,450)
Net Cash Flow from Fees		(15,758)
Net change in cash		(2,228)
Cash at End of Nov 30 2021		13,740



Goals for 2022

- Increase membership numbers and collaboration opportunities
- Update and launch a new CIMPA website that better serves current and potential members, including a more robust member portal
- Offer a variety of training and development opportunities for different levels of expertise
- Continue to grow flagship events including our conference and awards
- Facilitate mentorship opportunities

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