



Contents

1. Chair's Summary
2. 2022 Board
3. Membership
4. Events
5. Training
6. Community
7. Communications
8. Financial Statement
9. Goals for 2023



Chair's Summary

It's been another busy year for the Cayman Islands Marketing Professionals Association! We kicked off the year by launching a brand new website in Q1 with enhanced features for members and a more user friendly experience.

Also in Q1, we launched the CIMPA Awards, held our first quarterly social (in partnership with Compass Media), participated in Jasmine's Flag Day, and hosted our first training session for the year.

In Q2 we held our "Sip & Restore" social, participated in the Chamber's Earth Day Clean Up, launched our scholarship, hosted a digital marketing training session and celebrated our CIMPA Award winners at the 2022 gala.

In Q3 we held our TikTok Masterclass training, announced our scholarship recipient and launched the promotional campaign for our annual conference.

In Q4 we held our 2 day conference, CTA22, where attendees were challenged to consider how marketing can make the world a better place. The conference returned to a 2 day in-person format with international speakers, following 2 years of single day hybrid events due to COVID. As part of the conference we also hosted our first ever "CIMPACT" Volunteer Auction which was a huge success.

It has been a landmark year for CIMPA as we celebrated our 10th anniversary in October and hosted a special anniversary social for the marketing community to celebrate this milestone in November.

Thank you to the CIMPA board, our members, and the wider community for a wonderful ten years of CIMPA so far! Here's to growth and success as the new CIMPA board takes the helm.

Natalie Porter

THE **cimpa** 2022 BOARD



Natalie Porter
Chair



Kerry Glanfield
Vice Chair



Melanie Thomas
Treasurer



Mahreen Nabi
Secretary



Lucy Taylor
Head of Training



Daniele Fitzgerald
Head of Comms



Nelmari Geldenhuys
Head of Creative



Jay Mumtaz
Head of Membership



Alanna Warwick-Smith
Head of Community



Sacha Rodgers
Head of Events

Membership: Goals

- Increase membership by 20%.
- Outline and build upon the benefits of joining CIMPA that encourages members to join and remain active throughout the year.
- Provide additional resources to members.



Membership: Results

There are currently 100 active registered members.

There are currently 3 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.

Additional resources were added in the “members only” section of CIMPA’s new website, including a membership directory.

Events: Goals

Derive a calendar of quarterly social and networking events for the CIMPA community.

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 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

Quarterly Social and Behind The Scenes Tour at Cayman Compass (February)

“Sip & Restore” Social at Vital (April)

CIMPA Awards at Marriott (June)

CIMPA Conference at Marriott (October)

10th Anniversary Social at Compass Vault (November)

AGM at Luca (December)

Events: Results—Awards

The 2022 CIMPA awards were launched in February with a final submission deadline of March 25th. The application process was handled by a volunteer coordinator, liaising with a panel of international judges to ensure the utmost professionalism and impartiality. Just under 50 award applications were submitted across 9 award categories.

The annual awards ceremony was held at the Grand Cayman Marriott Beach Resort on Friday, June 24th. With an impressive turnout of over 100 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 2022 (9th annual) CIMPA Conference was held on October 6th & 7th at the Grand Cayman Marriott Beach Resort with over 45 attendees on the workshop day and 100 attendees on the main conference day.

This year's title was "CTA22" with a theme that addressed the question "How can marketing make the world a better place?". The line-up featured 7 international speakers, with all but one presenting in-person for the first time since the COVID pandemic.



Training: Goals

To provide quarterly training opportunities.

To average 30+ attendees per training session.

To offer Cayman's marketing community the opportunity to build their skillset via a diverse range of training sessions applicable to all skill levels: beginner, intermediate, and advanced.

Ensure that CIMPA's annual marketing conference offers a wealth of learning and actionable insights whilst bringing the marketing community together for two days of networking.



Training: Results

MARKET RESEARCH: 2021 MEDIA CONSUMPTION RESULTS (50+ PARTICIPANTS)

From the most-used social channels to the highest-rated radio stations, we spilled the beans on Cayman's consumption patterns in this training session

DIGITAL AND SOCIAL LEAD GENERATION (45 PARTICIPANTS)

Marc Babin, Senior Digital Marketing Manager at Anyline, gave us a deep dive into ad tactics, strategy, and testing for both B2B and B2C campaigns

TIKTOK MASTERCLASS TRAINING (35 PARTICIPANTS)

Jay Mumtaz from Biizy, Daniele Fitzgerald from Massive Media & Tally Mansfield from Tortuga ran a fun and interactive masterclass on how to make the newest and hottest platform work for your business

CTA22 - THE 2022 CIMPA WORKSHOP + CONFERENCE DAY (150 OVER 2 DAYS)

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 monthly and event-specific newsletters to the CIMPA database, resulting in 35 emails being sent through 2022. Maintained an open rate of over 36.9% (industry average just 12%)

SOCIAL MEDIA

Facebook organic follower growth from 1460 to 1638.

Our Instagram followers grew to 1405 (9% increase). We posted a variety of content including event promotions, marketing insights, job vacancies, training opportunities and community communications.

Launched CIMPA's TikTok channel at our training masterclass.

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 - 22 Hours of Impact!

QUARTER 1

JASMINE 'FLAG DAY' - CIMPA VOLUNTEERS GAVE 8 HOURS

In February CIMPA volunteers participated in Jasmine's annual Flag Day fundraiser. The largest fundraiser of the year to support Jasmine. Jasmine is a not-for-profit organisation dedicated to providing high-calibre care to anyone in the Cayman Islands living with any chronic disease.

QUARTER 2

EARTH DAY CLEAN UP - CIMPA VOLUNTEERS GAVE 14 HOURS

CIMPA volunteers participated in the Cayman Islands Chamber of Commerce's Earth Day island-wide clean-up. As members of the Chamber - CIMPA support this initiative annually in April.

QUARTER 3

2022 CIMPA SCHOLARSHIP

Gabriella Watson was awarded 2022 CIMPA's CI\$5,000 scholarship. Gabriella is currently pursuing a bachelor's degree in Marketing at University of Alabama at Birmingham. Gabriella's attendance at the 2022 CIMPA Conference was also sponsored by CIMPA.

Over CI\$1,000 was raised towards the 2022 CIMPA Scholarship at the 2022 CIMPA Awards via 50/50 raffle.

QUARTER 4

MAKE A CIMPACT AUCTION

CIMPA collaborated with Cayman Food Bank and Cayman Heart Fund at the 2022 CIMPA Conference for a 'CIMPACT' Auction. NPOs 'auctioned' their needs and were placed with willing CIMPA members and other volunteers. This provided valuable board level support and also campaign support to the charities.

Cash Flow Statement

As of January 01 2022

Cash at Beginning of Year	15,554
Operations	
Cash receipts from	
Memberships	8,940
Annual Conference/sponsorships	59,945
Training/Other	1,509
<i>Net Cash Flow From Operations</i>	<i>70,394</i>
Operating Expense	
Cash paid for	
Annual Conference	(6,148)
Awards Dinner/Training/Other	(49,112)
<i>Net Cash Flow from Operating Activities</i>	<i>(55,260)</i>
Fees	
Cash paid for	
Bank fees/Credit card fees	(1,856)
Incorporation fees/etc.	(9,372)
Other Fees	(4,214)
<i>Net Cash Flow from Fees</i>	<i>(15,441)</i>
Net change in cash	(307)
Cash at End of Nov 30 2022	15,247

Finance: Cash Flow Statement



