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## Media&Marketing

# NIMN unveils corporate office, charges graduates on value creation

By Margaret Mwantok

**T**HE National Institute of Marketing of Nigeria (NIMN) recently attained another feat with the opening of its corporate office in GRA, Ikeja, Lagos. This was made possible through collective efforts of the council and members, said the institute's

Chairman, Tony Agenmommen.

According to him, "As marketers, we know what branding and packaging is all about, hence we saw the need to acquire this place, though it is rented, we are on the way to greater achievements. We cherish transparency, this is a little step but a giant stride to the institute."



Registrar, National Institute of Marketing of Nigeria (NIMN), Sidney Ogoado (left); Immediate Past President, Aare Ganiyu Koledeye; 2nd Vice President Prince Olufermi Oyewole; Council Member, Chuka Eborah and Council Member, Ayode Adeyemi at the 9th Convocation Ceremony For the awards of Professional Diplomas and Certificates by NIMN in Lagos  
PHOTO: SUNDAY AKINLOLU

Agenmommen said the structure would aid their operations, as members would now have quick response to enquiries, adding, "We recognise the value of marketing and as we build the equity of the brand, we could not do so in our former place.

"We hope that in the nearest future, we have a marketing institute that lives up to expectations of members; that gives them value in terms of training and opportunity to network, because at the end of the day, marketing that is grounded in the land is much stronger than those abroad. He further pointed out that top facilitators may not want to contribute if the training environment is not conducive.

Also speaking, Udeme Ufot commended the institute, saying that location was key in marketing. He said, "Marketing will define the future, no matter how fantastic a business is, it needs to be mar-

ked to survive. This structure shall be the progress and greater advancement of the future of marketing in Nigeria."

Meanwhile, at the weekend, the graduating students of NIMN were tasked to cultivate spirit of excellence and professional values to make them unique in the society.

Agenmommen gave the charge during the ninth convocation and graduation held in Lagos, saying that they must make their career choice to count as it comes with numerous responsibilities. He added that the urge to always strive for excellence, distinction and integrity comes from cultivating the right attitude to service.

He noted, "Marketing is all about delivering outstanding value to the customer. I enjoin you to develop insatiable hunger for knowledge and skills that will enhance your competitiveness and differentiate you from the

crowd."

The chairman said that the NIMN platform offers them the opportunity to network and expand their professional contact base for career advancement and development.

According to him, "The training programmes of the institute have been designed such that it equips participants with skills and knowledge that will keep them abreast with global trends and development in marketing. Membership of the institute is an endorsement of your marketing skills and competence by the institute, and as such it gives you credibility, visibility and acceptability in the marketing world.

A total of 86 graduates were admitted to the Chartered Post-Graduate Diploma in Marketing, 94 to the Chartered Graduate Diploma in Marketing, and seven to the Professional Certificate in Marketing respectively.