

**CIMG**  
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**40<sup>th</sup>**  
ANNIVERSARY

**31<sup>ST</sup>**

**PRESIDENT'S  
BALL**

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**THEME:  
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**SATURDAY,  
DECEMBER 18, 2021**

**7.00pm | Accra International Conference Center (AICC).**

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# Programme

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**6.30PM:** Cocktail Reception

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**7.00PM:** Guests seated

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Procession of Special Invited Guests and Dignitaries

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Introduction of Dignitaries

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Chairman's Opening Remarks

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Music and Dance

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Dinner

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Presidential Address by Dr Kasser Tee (National President, CIMG)

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Induction of new members

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Response on behalf of new members

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Conferment of Fellowship

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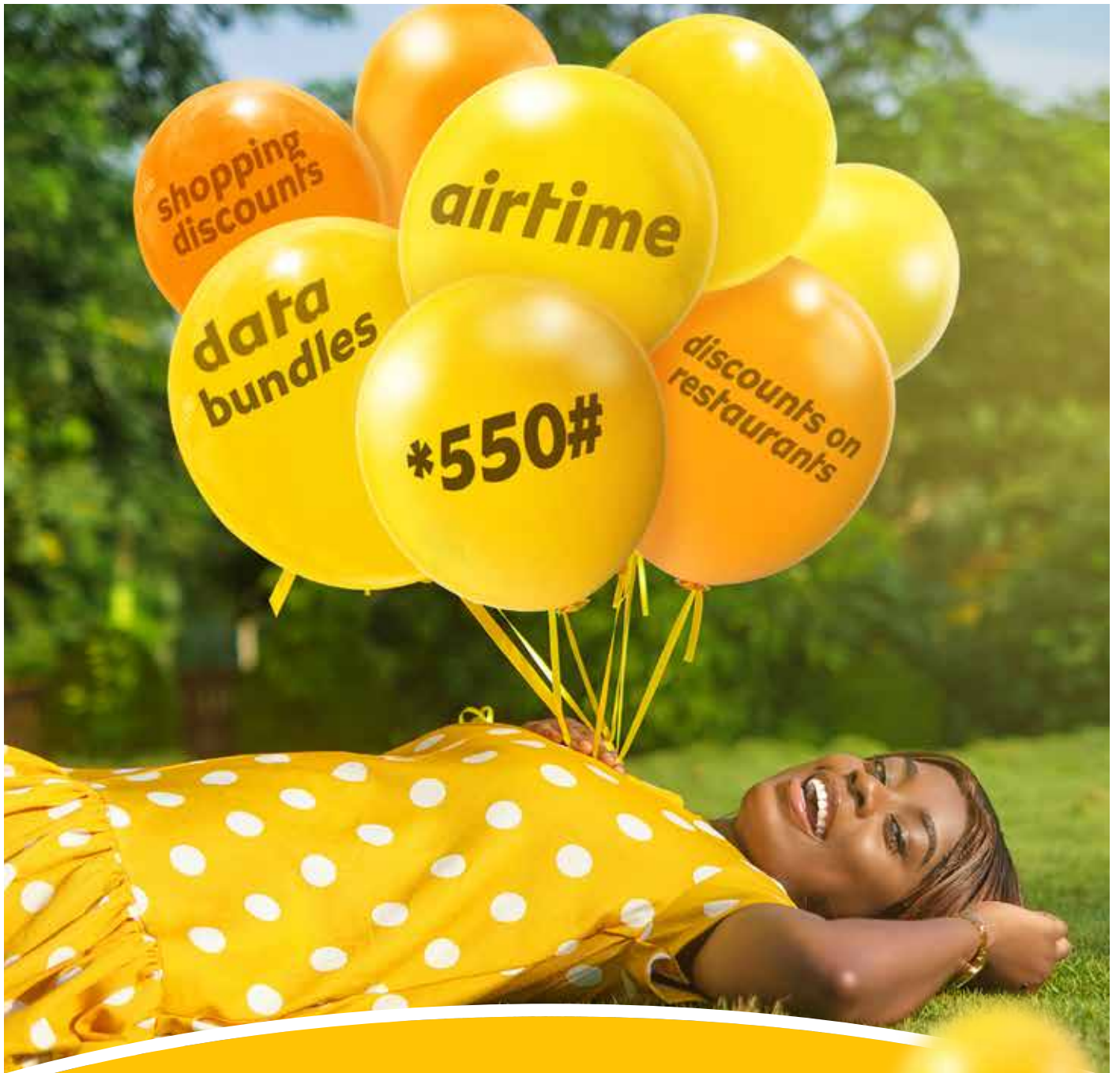
Chairman's Closing Remarks

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Vote of thanks

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# ABOUT THE CHARTERED INSTITUTE OF MARKETING, GHANA

## VISION STATEMENT

To be the voice of marketing practice in Ghana

## MISSION STATEMENT

The Chartered Institute of Marketing, Ghana (CIMG), seeks to lead in the development of world-class marketing professionals and practitioners for effective marketing practice in Ghana.

In order to give meaning to its mission, the institute established a secretariat to run its activities and a school to prepare candidates for the marketing profession examinations.

Also, the institute promotes the interest of both individual and corporate members through various interventions; the provision of marketing professional advice and services to corporate bodies and the promotion of marketing excellence through the institution of the CIMG Annual Marketing Performance Awards.

## CORE VALUES

- Creativity
- Leadership
- Integrity
- Professionalism

## Objects of the Institute

The objects of the institute are to:

(a) set standards for the practice of marketing, and

(b) regulate the practice of the marketing profession in the country

Functions of the Institute

To achieve the objects above, the Institute shall:

- provide training and conduct examinations in accordance with international best practice to improve the skills and competencies of all those working in and aspiring to work in marketing;
- set the agenda for the practice of marketing;
- promote the role and value of marketing as a critical tool for business development;
- support Government in the development of policy and regulation of marketing activities;
- advocate responsible and ethical marketing practice for marketers and businesses in general;
- conduct innovative marketing research;
- conduct and provide for the conduct of qualifying examinations for membership;
- award professional certificates;
- develop best practice and thought leadership programmes;
- promote marketing as a leading career path and employment choice for future generations; and
- perform any other function that is ancillary to the objects of the Institute.



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# THE , PRESIDENT'S BALL

**T**he President's Ball is usually the last official event that brings the activities of the Institute during the year to a close. The event provides the platform for the President to host a number of corporate executives, professionals and to deliver a speech on a chosen topic of national interest.

Other activities during the event include the official closing of the CIMG Professional Marketing School and the acceptance of marketing professionals and corporate institutions into membership.

In all, the CIMG has been alive to its mission and pushing forward the agenda of using marketing to promote excellence in corporate performance in Ghana.





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# GHANA SCHOOL OF MARKETING (GSM)

The Chartered Institute of Marketing, Ghana established the Ghana School of Marketing (GSM) on October 15, 1991, to provide tuition for the training of members and non-members seeking to upgrade or train as marketing professionals.

The Ghana School of Marketing is a modern study centre, delivering flexible and innovative tuition to learners in the middle to upper segments of the professional education market. We leverage technology and practical competencies to provide the right learning experience in a conducive environment”.

The vision of the Ghana School of Marketing is to become a professional marketing institute of choice, providing world-class marketing education. It is our dream to move into a full-time school. The mission of the school is to cultivate excellence in the professional community through a collaborative career-focused liberal education that will equip graduates to visualize and achieve excellence in a dynamic global community at highest international levels of excellence who will be sought after for their result-orientation

The CIMG has since witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

CIMG is thus mandated, under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying examinations for members, award professional

marketing certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general and develop best practices and thought leadership programmes to promote the interests of consumers and society.

It is in furtherance of these functions that the CIMG launched its newly designed local Professional Marketing Courses to serve the Ghanaian market under its professional school, the Ghana School of Marketing (GSM). The immediate target include:

- Nonprofessional marketing practitioners (across all industries)
- Nonprofessional marketing faculty (Lecturers) in both the traditional and technical universities
- Marketing students pursuing; Diplomas, Bachelors, Masters and Doctoral degrees
- Nonmarketing people desirous of switching to marketing
- Business leaders desirous of sharpening their Boardroom/C-suite Marketing acumen in a disruptive dispensation.

Presently, the GSM provides training for individuals who wish to study for the Institute’s newly launched CIMG Qualifications for a dual professional marketing qualification.

Ghana School of Marketing has since enrolled a first batch of students who have successfully completed their tuition and partaken in a mock session pending their final exams in December. A second batch of students are being recruited, with that session billed to start from the mid October till mid-December when exams will be written to graduate them.

The Ghana School of Marketing, in accordance with the new act, has since inaugurated a Board to oversee the running of the school, as the Institute had been restructured under a new management, requiring an independent Board to guide its affairs, and also serve as an Accredited Study Centre for the newly launched CIMG Professional Marketing Qualifications.

Currently, the school is having lessons on Pathways 3 and 5 and still looking to expand capacity to start enrolling for the other Pathways as well.



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# THE CIMG PROFESSIONAL QUALIFICATION PATHWAYS

The Chartered Institute of Marketing, Ghana (CIMG) witnessed the passage of the Chartered Institute of Marketing, Ghana Act, 2020 (Act 1021) by the Parliament of Ghana and, subsequently, assented to, by the President of the Republic. The Act establishes CIMG as a regulatory body with the dual objective to set standards for the practice of Marketing and regulate the practice of the Marketing profession in Ghana.

By this Act, CIMG is thus mandated under section 3 of the Act to, among others, provide training and conduct examinations in accordance with international best practices to improve the skills and competencies of all those working in and aspiring to work in marketing, conduct and provide for the conduct of qualifying examinations for members, award professional Marketing Certificates; conduct innovative marketing research, advocate responsible and ethical marketing practice for marketers and businesses in general, and develop best practices and thought leadership programmes to promote the interests of consumers and society.

To this end, the official launch of the CIMG Professional Marketing Qualifications was held on April 29, 2021, with the first set of students to commence tuition in July and examinations slated for December of 2021. Following the launch, the CIMG has been engaging the various universities and other centres of higher learning to serve as Accredited Study Centres (ASCs). These

universities are being supported to deliver tuition and guidance to all persons, students and the working population, desirous of acquiring the CIMG professional marketing qualification (ProM) and, ultimately, becoming Chartered Marketers.

The CIMG Pathways, is being run by the professional wing of the Institute, to serve the Ghanaian market under its school, with the Ghana School of Marketing (GSM) as one of the study centres providing tuition.

Presently, the Institute provides training for individuals who wish to study for its newly launched CIMG Qualifications for a dual professional marketing qualification. Programme pathways being run by the CIMG include the following:

- CIMG Programme Pathway 1: Professional Certificate in Marketing
- CIMG Programme Pathway 2: Professional Advanced Certificate in Marketing
- CIMG Programme Pathway 3: Professional Diploma in Marketing
- CIMG Programme Pathway 4: Professional Bachelor's Degree in Applied Marketing
- CIMG Programme Pathway 5: Professional Postgraduate Diploma in Marketing
- CIMG Programme Pathway 6: Professional Marketer – CIMG USP
- CIMG Programme Pathway 7: Professional Master's Degree in Applied Marketing (Research-Based)





# Profile of The National President

Dr. Daniel Kasser Tee

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**D**r. Daniel Kasser Tee is a seasoned Professional Marketer with over two decades of practice, specializing in the marketing of financial services (Banking and Insurance) and education marketing. He joined the Institute as a Full member in 2000 and has the exceptional record of being the longest serving member of the CIMG Governing Council where he has served over 18 years at various levels, including; National Secretary and National Vice President for two terms each. He is currently the National President of the Chartered Institute of Marketing, Ghana (CIMG).

He holds a Doctor of Philosophy (PhD) Degree in Business Administration (Marketing) from the Open University Malaysia (OUM), MBA in Project Management from the University of Ghana, Post Graduate Diploma in Marketing (DipM) from CIM-UK and a Diploma in Sales Management. He is a Certified Project Communicator (CPC), Fellow of the American Academy of Project Management and a Full Member of both the Chartered Institute of Marketing, Ghana (MCIMG) and Chartered Institute of

Marketing (MCIM).

Dr. Kasser Tee has extensive work experience, having worked at various levels within the financial services sector and academia. He did his Graduate National Service at the Institute of Professional Studies (now UPSA) as a Teaching Assistant. He was later employed as Marketing Officer/Insurance Underwriter at SIC Insurance Company (1997–1998), Officer-in-Charge of Marketing at the defunct Metropolitan and Allied Bank (1998–2000) and Deputy Head of Marketing & Card Services at the defunct The Trust Bank (2000–2001). He held a couple of other positions at the same bank until his appointment as Head of Marketing and Corporate Affairs for The Trust Bank (2003–2012), Head of Communications and PR for Ecobank Ghana/West Africa Monetary Zone (WAMZ) (2012–2014), Director of Public Affairs at the UPSA (2014) and Head of Marketing for Ecobank Ghana/Anglophone West Africa (AWA) (2015–2017). He is currently a Senior Manager and Deputy Head of Marketing and Corporate Communications, Ecobank Ghana/Anglophone West Africa.

Dr. Kasser Tee loves teaching, coaching and mentoring Marketing and Communications Practitioners. He is currently a visiting Faculty at the National Banking College and Adjunct Lecturer at the Accra Institute of Technology (AIT) and Ghana School of Marketing.

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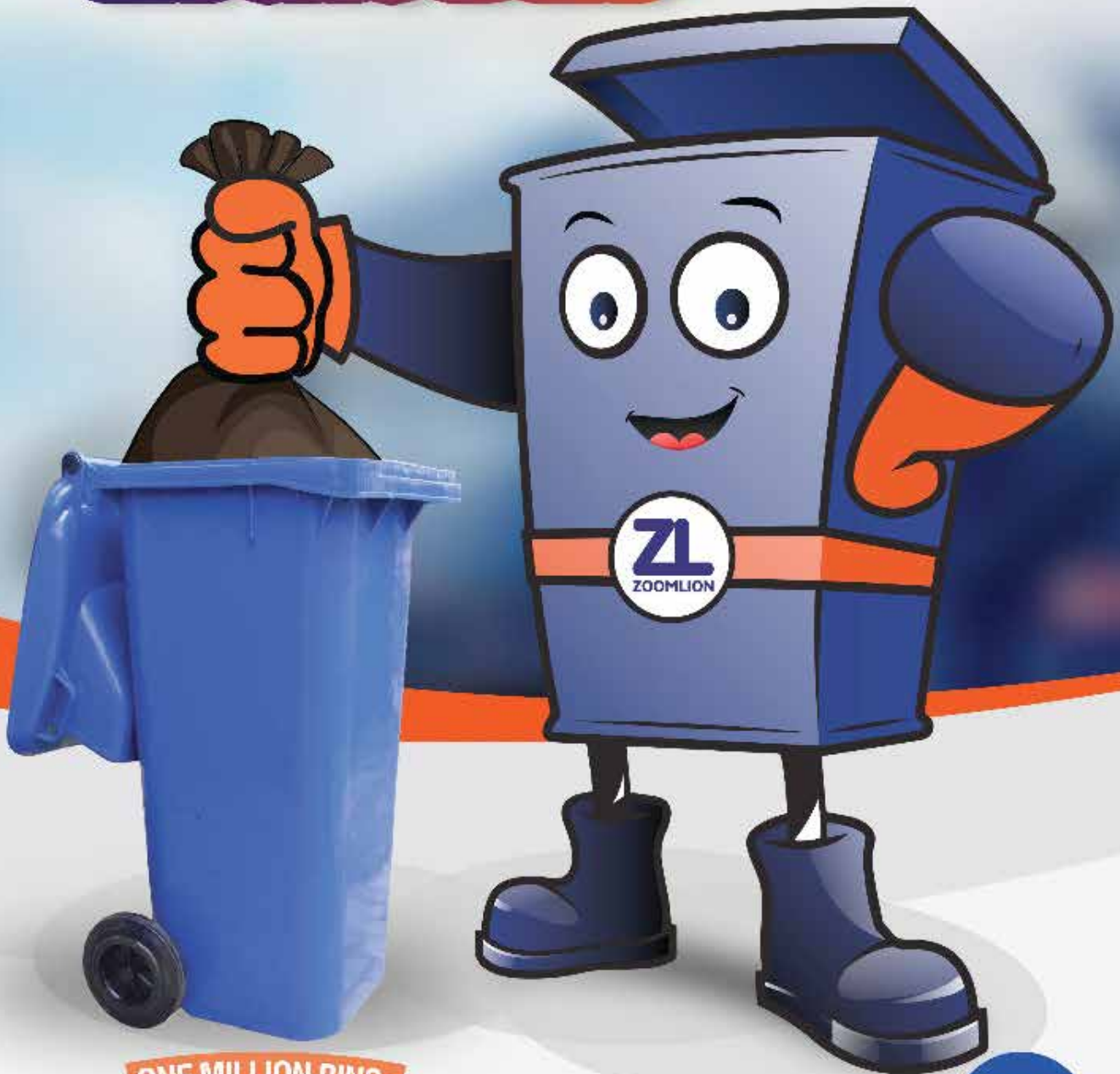
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# MEMBERSHIP BENEFITS

- In-house training of staff and provision of consultancy services by CIMG at discounted fees.
- Free legal helpline from the Legal and Ethics Committee of CIMG
- Opportunity to attend top notched CIMG events free or discounted when fee-paying
- Possibility of obtaining credits during job interviews as a paid-up member of the CIMG
- Assistance In Job Search & Career Counselling
- Spill over effect to members of the value associated with the Institute's programmes like – the Annual Awards, Seminars, Conferences and Presidential Ball.
- Awards granted to members who take on projects and

positions of responsibility for the institute and opportunity to serve on committees which also enriches their CV's.

- Opportunities for professional marketers to network and share on the job experiences.

Negotiated discount as follows:

- Graphic range of product – 15% discount on annual subscription
- Melcom – free membership of VIP Club and a regular discount on all purchases except food items.
- Discount on services/products purchased at Honda Place, Regency Hotels, SIC Company and Emirates Airlines
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# GOODWILL MESSAGE

from the Chairman



On the occasion of the 31st CIMG President's Ball, MTN Ghana brings you warm wishes. The CIMG President's Ball is well-known by all within the Marketing Communication space as an occasion to strategise, fraternise and discuss the future outlook of Marketing Communications in Ghana.

Today, we have cause to celebrate, re-evaluate our activities as marketing professionals, network for a formidable front as a group and reflect on the gains made and how to consolidate same.

MTN Ghana commits to the development and growth of the Marketing profession in the country. Over the years we have partnered CIMG to share knowledge on technological interventions that can boost the profession. Several ideas have been shared as a result and the need to enhance our capacity in order to adequately meet the changing demands of telecommunications is imminent. To this end, the business is making significant investments into its network infrastructure to ensure a stable and formidable platform for all businesses. It is a well-known fact that going forward, technology will define the practice of many professions if not all.

As a result, we revised strategy of becoming a digital operator to become a platform business with a clear focus on Africa. This will rest on a scale connectivity and infrastructure business, making use of both mobile and fixed access networks across the consumer, enterprise and wholesale segments with FinTech solutions to drive growth for businesses.

It is in this vein that MTN Ghana has earmarked more than US\$1 Billion for Network Infrastructure and Information systems (NIIS) over the next five years to support Ghana Digital agenda and position the country as a leader of the continent's digital transformation.

We recognise the significant role Marketers have to play in achieving this. Tonight, as we mark the 31st President's Ball, we wish everyone the very best. Let us not sit back, but actively participate and enjoy the evening.



# MEMBERS OF THE GOVERNING COUNCIL



**DR. DANIEL KASSER TEE**  
NATIONAL PRESIDENT



**AGNES EMEFA ESSAH (MRS)**  
NATIONAL VICE PRESIDENT



**KOJO MATTAH**  
IMMEDIATE PAST PRESIDENT



**FRANKLIN SOWA**  
NATIONAL SECRETARY



**SHIRLEY ACQUAH-HARRISON (MS)**  
NATIONAL TREASURER



**THEODORE OSAÉ**  
MEMBER



**DORIS KUWORNU (MS)**  
MEMBER



**PAUL YAO ASAFO**  
MEMBER



**MARY ACKUAKU (MRS)**  
MEMBER



**KWASI KYERE**  
MEMBER



**DR. ANNIE BABAH-ALARGI (MRS)**  
MEMBER



**KOJO DEMANYA**  
MEMBER



**EMMANUEL NEEQUAYE**  
MEMBER



**GRACE AMEY-OBENG (MRS)**  
AGI REPRESENTATIVE



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GNCCI REPRESENTATIVE



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BERTHA DE-GRAFT-JOHNSON (MRS)	MEMBER
ANNIE BABAH ALARGI (MRS)	MEMBER
NAT PALM	MEMBER
ELI KPODO	MEMBER
DORIS KUWORNU (MS)	MEMBER
NOEL GANSON	MEMBER

### MEMBERSHIP/WELFARE COMMITTEE

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FRANKLIN SOWA	MEMBER
THEODORE OSAE	MEMBER
DEDE KAFUI ODAMTTE (MRS)	MEMBER
HENRIETTA FRIMPONG (MRS)	MEMBER
DR. DANIEL KASSER TEE	MEMBER

### FINANCE/ADMINISTRATION COMMITTEE

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YAW KYEI MANU	MEMBER
MARY ACKUAKU (MRS)	MEMBER
GEORGE K. OSIEKU	MEMBER
GRACE ENYONAM ADOMAKO (MRS)	MEMBER
DR. DAVID TWUM ANTWI	MEMBER

### BUILDING COMMITTEE

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PETER AFEDZI	MEMBER
GEORGE GYAMFI OSEW	MEMBER
SAMUEL FRIMPONG	MEMBER
MARTIN ARYEH	MEMBER
KWESI KYERE	MEMBER

### ETHICS/DISCIPLINARY/LEGAL COMMITTEE

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FRANCIS KUMAH	MEMBER
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ANTHONY EBOW SPIO	MEMBER
ROBERT DZORGBENUKU	MEMBER

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**PUBLICITY/PUBLICATION/INTERNATIONAL AFFAIRS**

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KOJO DEMANYA	CHAIRMAN
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REJOICE ESI ASANTE (MRS)	MEMBER
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AGNES EMEFA ESSAH (MRS)	MEMBER
ERIC PWADURA	MEMBER

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## FELLOWS

	NAME	POSITION	PLACE OF WORK
1	Franklin A. Sowa,	Marketing Director	Graphic Communications Group Ltd
2	Noel Kojo-Ganson	Chief Marketing Officer	MTN

## FULL MEMBERS

	NAME	POSITION	PLACE OF WORK
1	NICHOLAS KOFI AGBENKU	PUBLIC RELATION & MARKETING	NHIA MADINA DISTRICT
2	SOLOMON TETTEH AGYEMANI	DISTRICT MANAGER	NHIA MANYA – KROBO
3	PRINCE DAVID ODONKOR	MANAGING DIRECTOR/MARKETING OFFICER	CHASTE SHOES LTD
4	ANN DODOR	VICE DEAN-FACULTY OF BUSINESS STUDIES	TAKORADI TECHNICAL UNIVERSITY
5	ISAAC FIFII ANSAH	MARKETING CONSULTANT	PERQUAL CONSTRUCTION GH. LTD
6	EMMANUEL BAAH NTIAMOAH	CEO	EBAANTI COMPANY LTD
7	OFOSU AMOFAH	ASSISTANT LECTURER	HO TECHNICAL UNIVERSITY
8	HARRIET ESI MENSAH	MARKETING MANAGER	JAPAN MOTORS TRADING CO. LTD
9	TIMOTHY KWABLA ZILEVU	ADMINISTRATOR/LECTURER	UPSA
10	MBEMBA KABINET KOITA	REGIONAL MANAGER	WEST AFRICA AT BUSCH VACUUM GHANA LTD
11	AMMA OPOKUA YIRENKYI	MARKETING MANAGER	FRIESLANDCAMPINA
12	ERNEST OBENG APPAU	HEAD, BUSINESS DEVELOPMENT	XL MANAGEMENT SERVICES GHANA LTD
13	ERICA MARFOWAA DIN CHIN	KEY ACCOUNT MANAGER	APOTICA CO. LTD
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15	MICHAEL KWESI GRANTSON	COUNTRY HEAD	DOTGO LTD
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17	FREDA ANNOKO OFORI NYARKO	CEO	FMS DISPOSABLES, TEMA
18	JANET NAA-LARTELEY SUNKWA-MILLS	CEO/MARKETING CONSULTANT	AFRIBIZ GROUP LTD

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20	BOATENG RITA ADU	HEAD OF MARKETING	OLD MUTUAL GHANA
21	DANIEL NOMO	DEPOT MANAGER	TROPO FARMS
22	FRANK OTTAIBILL ATTA-OWUSU	SENIOR PROFESSIONAL, SALES AND MARKETING LEADER	SUMSUNG ELECTRONICS
23	USMAN ABBAM	INSTRUCTOR/LECTURER	REGENT UNIVERSITY SCIENCE & TECHNOLOGY
24	WISE KWABLE FIAGBOR	SEARCH AND RESCUE OFFICER	GHANA MARITIME AUTHORITY
25	SOLOMON AGBASI ACKWERH	PROSECUTOR	SSNIT
26	DENNIS OSEI-DANKWA	DISTRICT MANAGER	GRATIS FOUNDATION
27	BILLA FAROUK NUHHU	CEO	VIRGIN INVESTMENT CONSULT
28	BAFFOUR GYEM DANKWA	ASSISTANT REGISTRAR	UHAS
29	DERRICK SELASE GADAGOE	REGIONAL SALES MANAGER	LOW PRICE MASTER LTD
30	SAMUEL NII DARKU DODOO	MANAGING PARTNER	PUBLICIS WEST AFRICA
31	EMMANUEL ABBEY	REGIONAL HEAD	LETSHEGO
32	SHIRLEY SENA ADJASI BROWN	BUSINESS DEVELOPMENT MANAGER	MEDIFEM MULTI-SPECIALIST FACILITY CENTRE
33	AFUA HAMMOAH AYIKU	SENIOR BRAND MANAGER, ACTING MARKETING MANAGER/HEAD OF MARKETING	GHANDOUR COSMETICS LTD
34	DR. RICHARD MENSAH REICHMANN	EXECUTIVE DIRECTOR	MOONLIGHT GROUP LTD
35	DAVID ADAMA MOHAMMED	TERRITORY SALES EXECUTIVE	NANATEL

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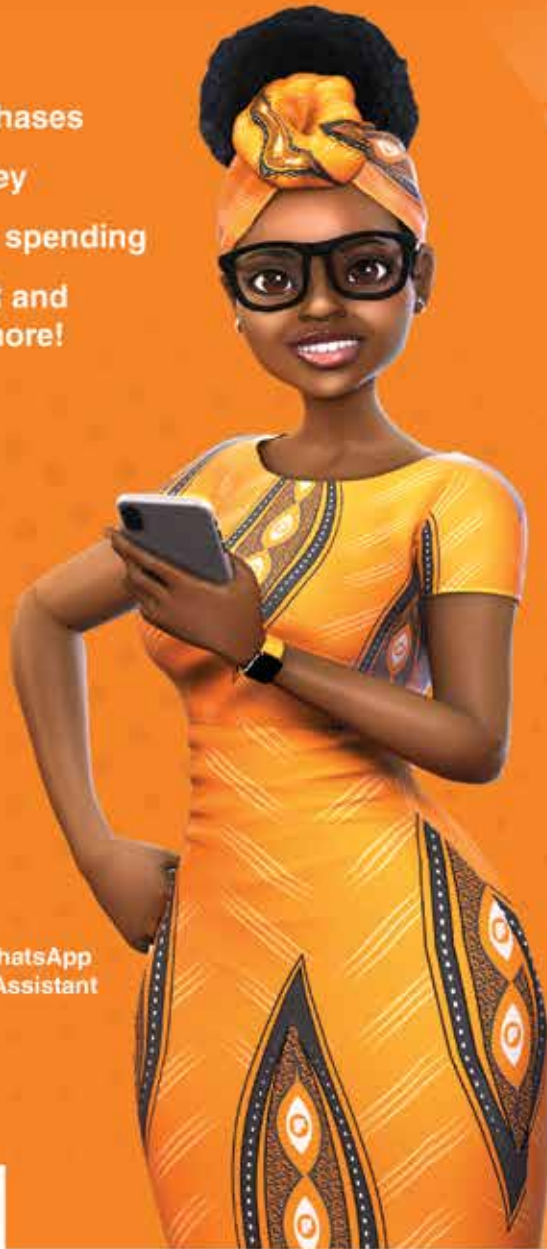
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