

ZIM Presentation

To the 12th Regional Summit and 27th
AGM

Date : 10 - 12th April, 2024

Venue : Avani Victoria Falls Hotel
Livingstone



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FZIM

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Internal Marketing in collaboration with Human Resource Management will spur organizational success

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Our Ask to ZIHRM

Closer collaboration to drive shared value in our respective institutes and organizations

When professionalism gets blurry...



Maintaining safe distance...

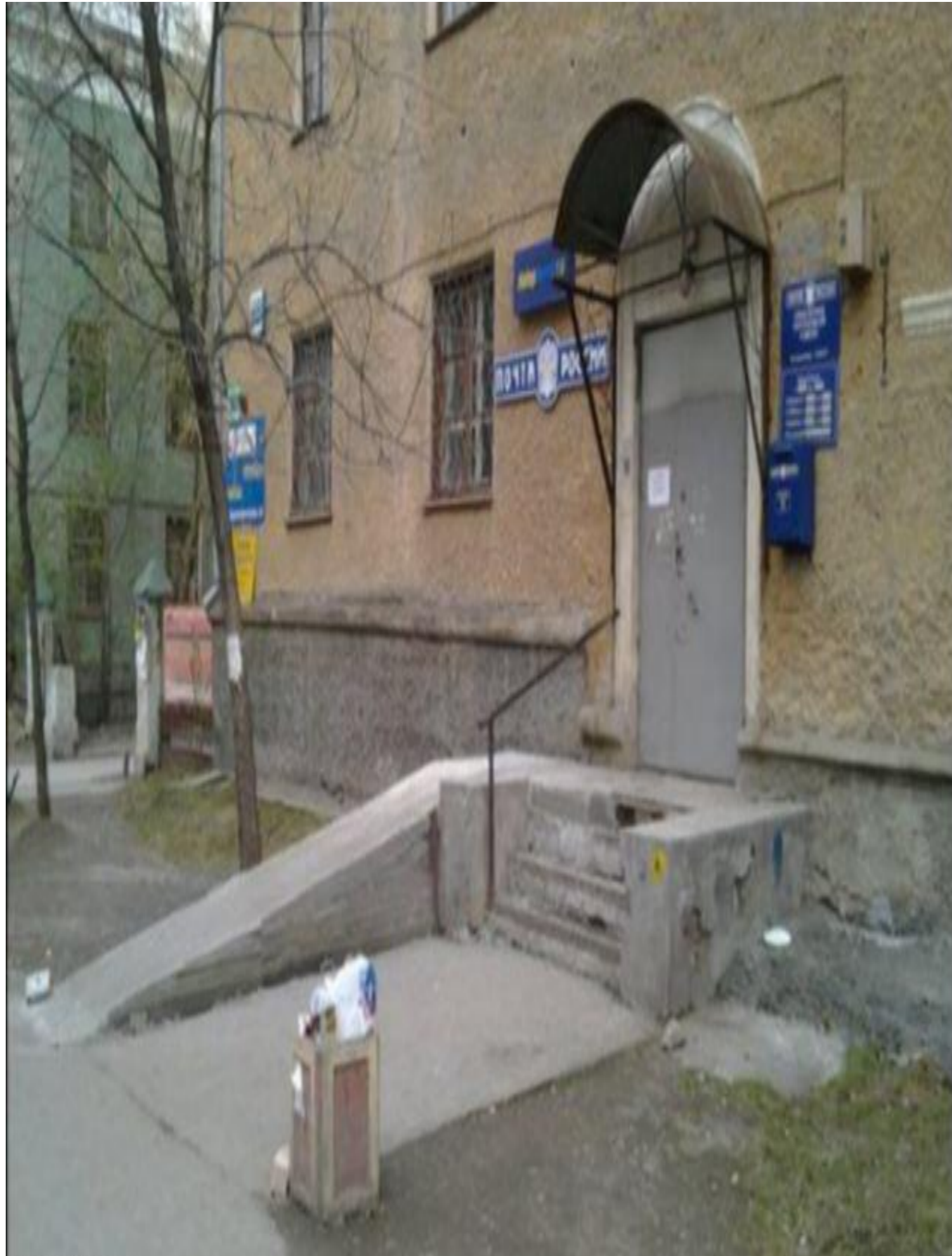


Always follow Road signs...





A Trio of Errors...



Cheap is expensive



Allowing professionalism to take root...

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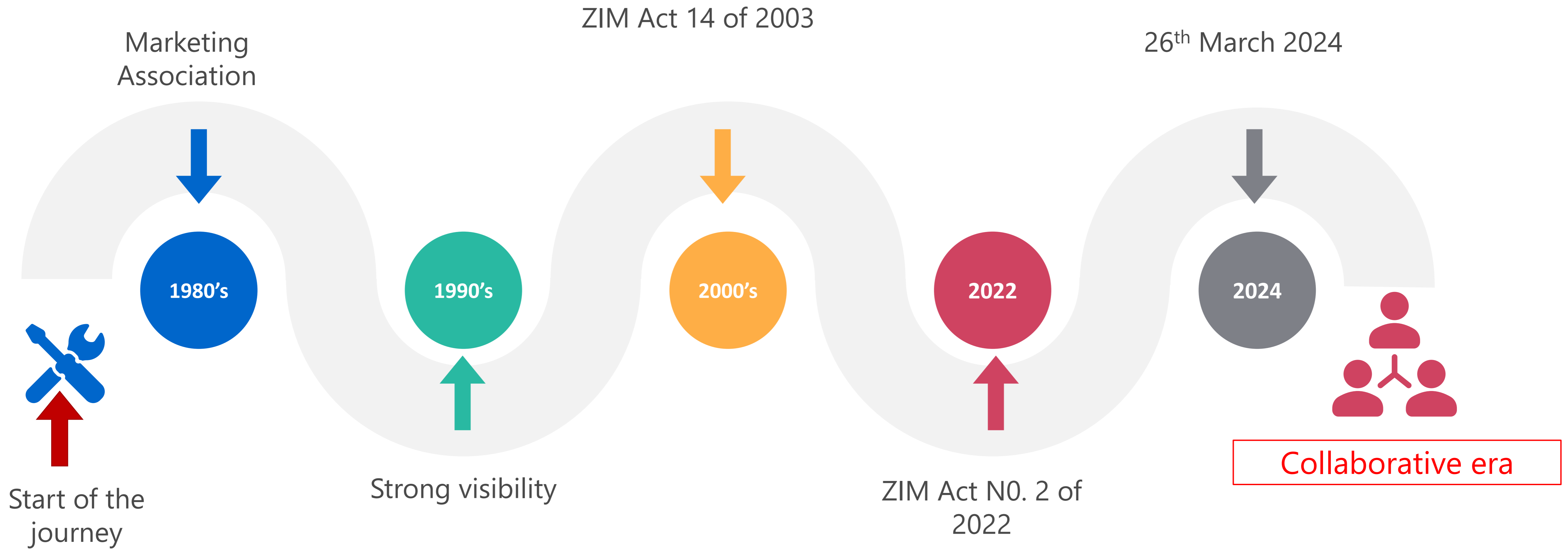
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The ZIM Journey



The Zambia Institute of Marketing at a glance



- The Zambia Institute of Marketing Act No. 14 of 2003 was repealed and replaced with the Zambia Institute of Marketing Act No. 2 of 2022.
- The Zambia Institute of Marketing Act No. 2 of 2022 was assented to on 8th April 2022 by the Republican President Mr. Hakainde Hichilema.
- **Our Vision is to foster a culture of excellence and sustainable marketing practice in Zambia**
- **Our Mission is “to regulate the standards of marketing practice through marketing information dissemination, education and interaction for the fulfilment of all stakeholders’ aspirations and needs”**
- **ZIM is a Membership organisation regulating the training and practice of marketing in Zambia as provided for in the ZIM Act No. 2 of 2022**

Who is a marketer?

We need to establish a common understanding if we are to drive objective attainment and shared success...

Who is a marketer?

“A person qualified in theory and practice of marketing, function, planning, execution or implementation of professional work in marketing, offering consultancy, lecturer or teacher in marketing and registered under this Act”

What is the Mandate of ZIM

The mandate of the INSTITUTE is to regulate the training and practice of Marketing in Zambia.

The institute is mandated to carry out these responsibilities through the ZIM Act No. 2 of 2022.

Internal Marketing

Effective internal marketing will support the HR function through enhanced staff engagement, improved motivation and timely objective attainment...

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What Is Internal Marketing?

Effective marketing must first impact the organization internally...

Internal marketing is the promotion of a company's vision, mission, and culture to its employees with the objective of gaining their support first before winning over external customers...

Companies that have excelled in internal marketing treat employees and sell the organization's vision and mission to them first – “...to put a man/woman on the moon”

By implementing internal marketing, management does not take employees' support as a given, but rather takes deliberate steps to earn it.

Marketing in Human Resource Management

Companies that practice internal marketing have a 95% success rate than those that do not

- Increased employee satisfaction and engagement

Greater brand recognition



Better customer service



Frequent promotion cycles

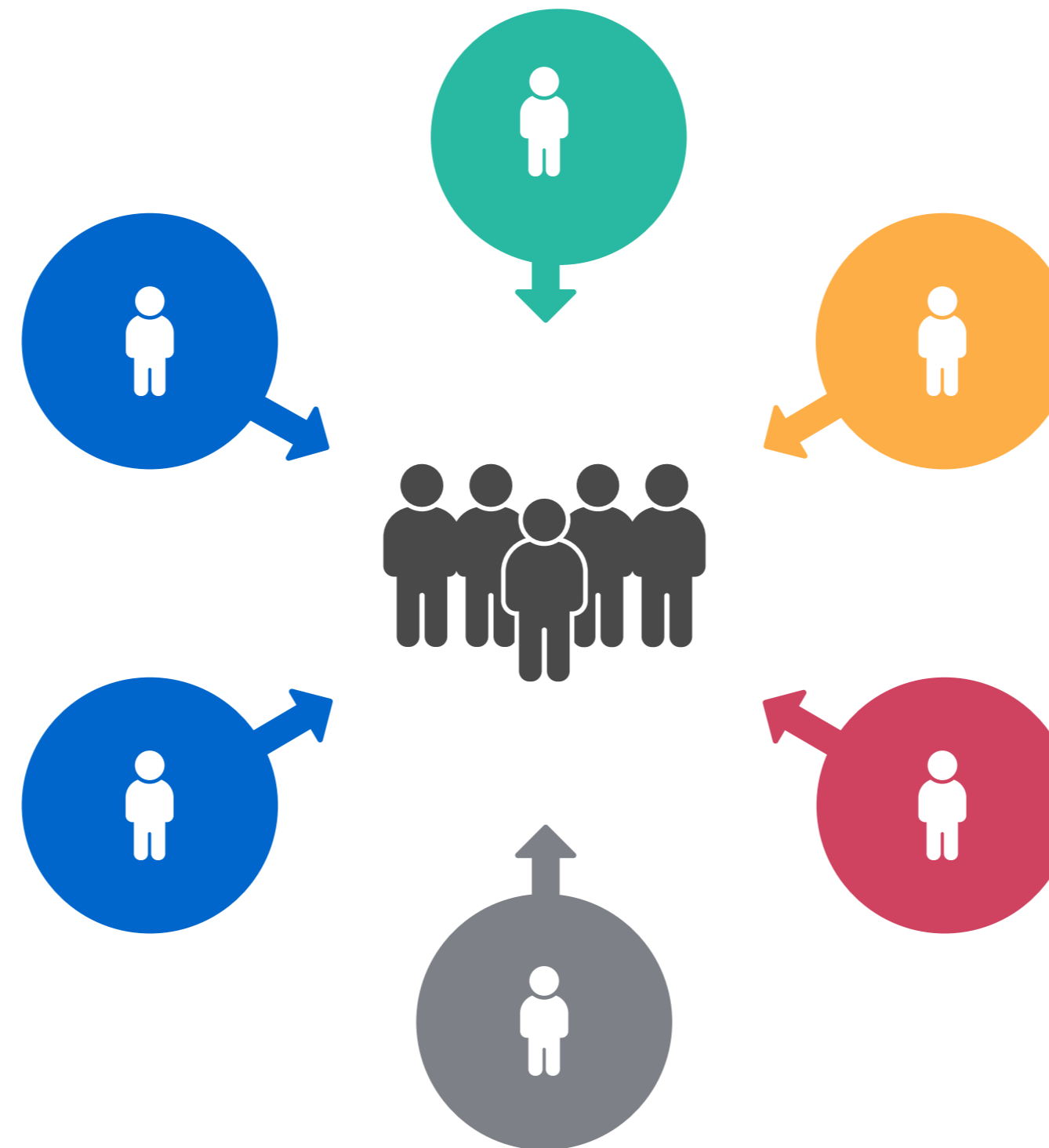


More trusted marketing

Monthly employee spotlights

Celebrating new business deals and major milestones

Improved recruiting and employer brand



Recruit right

Recruiting right helps address the marketing conundrum

We need more billboards to sell our products

We need to hire more people



Lets get this done!!!!



Which 50% of our Marketing spend is being wasted ...

Certified Marketer

Unlicensed Imposters

How do we move forward ?

The collaborative era between ZIHRM and ZIM is a win all relationship

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Our Collective Obligation

How do we draw value from our working relationship?

Some key actions to support professionalism

- (1) Support the implementation of internal marketing in our organizations.
- (2) Ensure a win / win relationship in the implementation of the MOU between ZIHRM and ZIM
- (3) Encourage whistleblowing for any unprofessional conduct
- (4) Support closure of gaps in order to meet required bench strength in marketing and HRM
- (5) Support the recruitment of Licensed marketers who are members of ZIM only - its cheaper

Section 20 (1)(2)(3)

- (1) A person shall not practice as a marketer without a valid practicing certificate issued to that person by the Institute under this Act.
- (2) A person shall not offer employment to a person who does not hold a valid practicing certificate issued under this Act.
- (3) A person who contravenes subsection (1) or (2) commits an offence and is liable, on conviction, to a fine not exceeding five hundred thousand penalty units or to imprisonment for a term not exceeding five years, or to both.

Help cascade the ZIM Act to all HR Practitioners to avoid the impact of enforcement

Quality will always speak for itself....



Precision Parking.
Park Assist by Volkswagen.



THANK YOU

