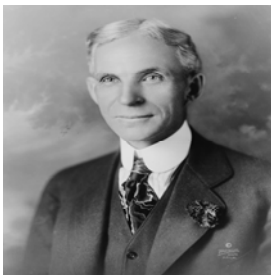


THE CYPRUS INSTITUTE OF MARKETING

GRUNDTVIG
PARTNERSHIP
DECEMBER 2008

UNDERSTANDING THE VALUE OF ADULT LEARNING



*Anyone who keeps learning
stays young!*

Henry Ford

UNDERSTANDING THE VALUE OF ADULT LEARNING

'INCREASING ENROLLMENT'

Key words:

- Informing
- Stimulating
- Engaging



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- Various activities at CIM aimed at increasing enrollment:

a. Open Days

- We invite individuals as well as companies to visit us, twice a year, in order to experience first hand on the programs that CIM offers.
- Participants have the opportunity to communicate with Lecturers as well as students and in this way solve their queries.

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b. CIM Marketing Summit 2009

- We organise annually the Largest Marketing Summit in Cyprus. Academics from Europe's Top Business Schools are invited to share their experiences with Cypriot executives.
- The Summit generates a lot of publicity and a lot of the participants join CIM as students at a later stage.

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c. Open Seminars

- We organise Seminars that are Open and Free to the Public.
- Executives from Cyprus and Greece are invited to give lectures on topics of broad interest.
- The Summit generates a lot of publicity and a lot of the participants join CIM as students at a later stage.

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d. Bursaries/Scholarships

- We offer a number of Scholarships in association with the Cyprus Chamber of Commerce and a number of Bursaries in association with Local Media Groups.
- The Summit generates a lot of publicity and provides an extra motive for joining CIM.

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e. Meetings with the Industry

- We arrange meetings with Local Companies and we give presentations to their Employees.
- Employees can be informed about our courses and solve possible queries.

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f. Advertising Campaign

- We advertise through the Local Media, especially in the months of August/September .
- Use of Billboards.
- E-mails/ Posting of Leaflets.

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g. Issuing of Journal

- We issue our own electronic Journal 'The Market' which is distributed free of charge to schools, companies, alumni and associates.