CGBP Brainstorming Session for Marketing Ideas

**Strategic Goal** - To make the CGBP the premier (most widely recognized) IB credential in the world? Or US?

There are non-US citizens taking the exam

Set measurement metrics for growth of CGBP credential (now 673, where should we be 1, 3, 5, 10 years from now)

**Target markets need to develop value statements**

**Test takers** -
- Employment credential
- Letter from NASBITE to potential employers
- Differentiation in job market

**Employers** – we want to achieve preferential hiring, professional development, and executive support
- Stop disasters before they happen
- Qualifications – passing of knowledge exam
- Curriculum provides broad view of IB, plus specifics on US import/export

**Trainers** -
- Collegiate
- Trade support firms

**Dissemination Ideas**
- Video testimonials on You Tube
  - Student contests
- Web link to downloadable CGBP marketing materials; makes for consistent message
  - Letter from NASBITE explaining CGBP
Brochure template to be co-branded with offering institution
Editorial template for submission to op/ed in local newspapers
Press release template announcing CGBP successful exam takers
Work local news, university news, alumni news, chamber of commerce, etc

- Various industry conference presence, either as presenter or rent a booth
  - Need booth materials – display materials, talking points
  - DEC conference in Oct., logistics conference, etc
- Partnership with US Commercial Service – work NASBITE contacts
- Partnerships with DECs
- Industry leads from locals to approach firms for onsite training

Market Research Ideas

Case Studies on how have other credentials have achieved prominence –
  e.g., CPA, CFP, more recently, Six Sigma

Hiring statistics on CGBP – endorsements, testimonials

BIS data on the types of mistakes being made and how CGBP curriculum addresses these areas

Volunteers to serve on NASBITE CGBP marketing committee

Kamal Hingurani, Alabama State University
Laurie DeRoller, IB Council of Rochester, NY
Amy Coon, University of Wisconsin – Whitewater
Kelly Fish, Arkansas State University
Gauri Guha, Arkansas State University

Others that are available for feedback on ideas, etc

Elizabeth Glynn
Christine Bolt
Chip Izard
Joel Martino
Maria Juarez
Marlene Gauthier
Eileen Rodriguez