

# Communication on Engagement 2019-2021



## **To our stakeholders:**

I am pleased to confirm that Indonesia Marketing Association (IMA) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

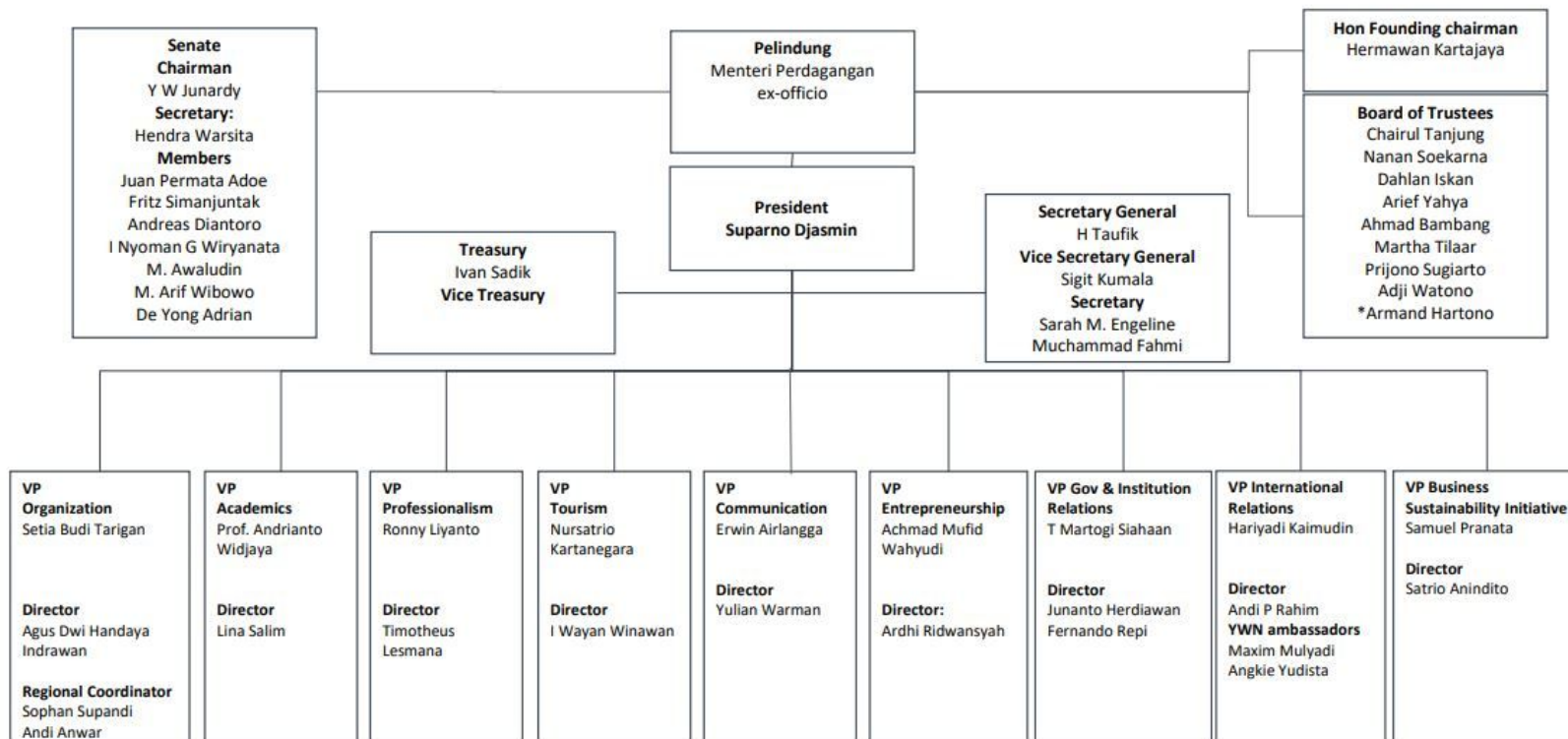
In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

**Sincerely yours,**  
**Suparno Djasmin**

# IMA Purpose



# IMA Organization Structure (2019-2021)



# IMA Guideline & Key Objective (2019-2021)

Marketing for Better Indonesia (Internationalization, Professionalization, Localization)	
HQ Initiative	- To increase # of members and chapters
	- To increase IMA brand awareness & reputation
	- To Increase # of Certified Professional Marketing Certification
	- To create concrete programs in Trade, Tourism, Investment & SDG's
	- To increase # strategic partnership with associations, government & academician
	- To Support Asian Marketing Federation Initiatives
Chapter Initiative	- To increase chapter's events or activities
	- To conduct YWN award in each chapter

# IMA Efforts to Cope with Covid-19 Pandemic & Other Social Responsibility (based on area in Indonesia)

## Maros, South Sulawesi

Webinar “Retail Business Towards New Normal on Covid-19 Pandemic”

Webinar “How to Build Networking Setup”

Orphanage visitation

Disaster relief

## Palembang, South Sumatra

Hand Wash Facility

Campaign on Covid-19 Protocol

Distribution of basic needs (survival during pandemic)

Webinar Series on Economic Recovery during & post pandemic

# IMA Efforts to Cope with Covid-19 Pandemic & Other Social Responsibility (based on area in Indonesia)

## Batam, Riau Island

Webinar “Retail Business Towards New Normal on Covid-19 Pandemic”

Webinar “How to Build Networking Setup”

## Bukittinggi, West Sumatra

Orphanage visitation

Webinar on Business Recovery during Crisis

## Banjarmasin, South Kalimantan

Webinar “SMEs Innovation during Pandemic”

Disaster Relief

## Bandung, West Java

Webinar “Marketing for Economic Recovery”

Webinar on SDGs, Innovation and Local Wisdom

# IMA Efforts to Cope with Covid-19 Pandemic & Other Social Responsibility (based on area in Indonesia)

## Jakarta

Webinar “Property,  
Tourism & Hospitality  
Industry toward  
Pandemic Covid-19”

Donation for Covid-19  
Handling Assistance

Webinar on Future of  
Digital Healthcare

Webinar on Business  
Ethics

## Lampung

Donation for Covid-19  
Handling Assistance

Webinar on Post  
Covid-19: Threats &  
Opportunities

Webinar on Research  
Opportunities for  
Business School during  
Pandemic

Webinar on Pandemic &  
Business Sustainability



# IMA Efforts to Cope with Covid-19 Pandemic & Other Social Responsibility (based on area in Indonesia)

## Makassar

Webinar on Business  
Leadership toward  
Pandemic

Orphanage visitation

Disaster relief

Charity Virtual Run

## Padang, West Sumatra

Distribution of Personal  
Protective Equipment  
(PPE) Support

Distribution of staple  
food

## Malang

Webinar on Automotive  
Services during  
Pandemic

## Solo

Webinar on Tourism  
toward Pandemic

# IMA Activities Documentation



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## **Indonesia Marketing Association**

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