AN EXCLUSIVE PARTNERSHIP WITH ME LEARNING AND THE CHARTERED INSTITUTE OF MARKETING (CIM)

Contact: James Farmer, Head of Marketing at CIM
Start of commercial partnership: January 2018
Revenue from partnership: £54,500

In May 2018 a new law came into force – the General Data Protection Regulations or GDPR as it was more commonly named.

In order to comply, organisations across the UK had to ensure that they were handling personal data in line with these new strict regulations else face hefty fines that could now be imposed by the ICO. 4% of annual global turnover or up to 20 million euros – whichever was greater.

Marketing is just one area within a business or organisation where personal data is commonly handled. It was therefore imperative that anyone working in this industry was fully aware of the new changes to data protection laws - GDPR.

In October 2017 Me Learning formed a partnership with the Chartered Institute of Marketing (CIM) to create and develop a tailored e-learning solution especially for the marketing sector. Working with both data protection legal experts at Claydon Law and leading marketing experts at CIM, Me Learning created 'GDPR for the Marketer'. A comprehensive GDPR awareness course especially for the marketer, in partnership with CIM, written with Clayden Law and approved by GCHQ.

Featuring eight tailored modules the 3 hour 'GDPR for the Marketer' online course was priced at £175 - it provided a comprehensive overview of how GDPR would impact the marketing sector and what marketers across the industry could do to prepare. CIM members were entitled to an exclusive 10% discount. The course was sold online through the CIM website and on www.melearning.co.uk. Corporates, such as the car manufacturer Bentley, also bought the solution in bulk.

At the time Chris Daly, chief executive of CIM, commented: "From May 2018, marketers across the industry will have a legal imperative to make the responsible use of data their priority. We have defined best practice and are working to drive clarity on behalf of the industry. Our 'GDPR for the Marketer' e-Learning course is designed to train marketing professionals in the new legislation's requirements.

Chris continued: "Marketers are well placed within their organisations to lead change and ensure that consumer data is handled and used in compliance with GDPR. With this, they can leverage value-based relationships with their customers that are built on trust, as well as openness regarding how they will be marketed to. This is essential: consumer trust and access to data are both fundamental to effective marketing."

GDPR for the Marketer was heavily promoted through social media, e-shots, CIM membership magazines and even Metro. Demand was high and the response was great, with some highly positive comments from users on completion.

"I'd already completed an online GDPR course with the IDM but your course was much more comprehensive. I feel like my knowledge is much stronger upon completion of the CIM modules, even after already completing IDM learning. It was all that I expected. I loved the mix of content – both written and spoken – video's, links to additional content, everything. Great work!"

'GDPR for the Marketer' continues to sell today.