



HONG KONG ASSOCIATION OF INTERACTIVE MARKETING (HKAIM) 香港互動市務商會
Certified Digital Marketer (CDM) Application Form

| | | |
|---|----------------------------------|---|
| For office use only: Application for Registration | | Application Ref: _____ |
| Verified: _____ | Approved / Rejected: _____ | <input type="checkbox"/> Normal Entry <input type="checkbox"/> Senior Management Entry |
| _____ | | Payment: _____ |
| HKAIM Officer / Manager | Chairman / Rep. of vetting panel | Period of Registration: _____ |

To qualify for the application of CDM designation, a HKAIM individual member is required to have met the conditions specified in the last section of this application form. You may need to submit supporting documents for verification.

I would like to register as a Certified Digital Marketer (CDM) of HKAIM for **Period Sept 2017 to Mar 2019** and agree that my name may be published as member of Certified Digital Marketer (CDM) on various HKAIM publications and website. An application fee of HK\$1,000 and an assessment fee of HK\$500 together with necessary supporting documents are enclosed. I agree also to comply with requirements as specified by HKAIM if applicable.

A. Personal Details

| | | | |
|---|---------|--------------------|------------------------------------|
| Salutation: (e.g. Mr., Ms., Dr., Prof.) | | Membership Number: | |
| Full Name: | | | Current Membership Status: |
| <i>in English</i> | | | <i>(please delete invalid one)</i> |
| <i>in Chinese</i> | | | Corporate / Individual |
| Residential Address | | | |
| Correspondence/ Postal Address | | | |
| Contact No: | Mobile: | Email: | |



B. Academic Qualifications (Please provide information in reverse chronological order)

| | Level of Qualification (e.g. Bachelor / Master) | Subject Area (e.g. Business Science/) | Major (e.g. Marketing / Digital Marketing/ Accounting) | University / Institute / College | Country | Date Attained (DD/MM/YYYY) | Subjects taken that specialized in digital marketing related area *Please also indicate the total hours attended |
|----------|--|--|---|----------------------------------|---------|-------------------------------|---|
| 1 | | | | | | | hours |
| 2 | | | | | | | hours |
| 3 | | | | | | | hours |

C. Employment History

(Please provide information in reverse chronological order. Please complete on a separate sheet if space below is insufficient)

| | From (MM/YY) | To (MM/YY) | Name of Company / Organization | Job Position | Years of Experience | Main Responsibilities in Digital Marketing | Referee | Referee Contact No. | Referee e-mail Address |
|---|-----------------|---------------|--------------------------------|--------------|---------------------|--|---------|---------------------|------------------------|
| 1 | | | | | | | | | |
| 2 | | | | | | | | | |
| 3 | | | | | | | | | |
| 4 | | | | | | | | | |
| 5 | | | | | | | | | |
| Total Years of Digital Marketing Experience: | | | | | | | | | |



D. Reference (Only applicable to Senior Management Entry)

| | Proposer | Seconder |
|--|----------|----------|
| Name (For corporate member, please insert company name here) | | |
| HKAIM Membership Type | | |
| HKAIM Membership Number (if applicable) | | |
| Contact Person | | |
| Contact Number | | |
| E-mail Address | | |
| Signature (company chop required for corporate member) | | |

E. Method of Payment

I enclose the application fee of HK\$ 1,000 and assessment fee of HK 500 which I understand that it is non-refundable.

Cheque should be made payable to “Hong Kong Association of Interactive Marketing Limited”

F. Declaration

- I understand that the registration for the CDM designation is only effective with valid HKAIM Membership. Non-HKAIM members may not be registered as CDM.
- I also understand that upon expiration of this application, I may renew the registration by submitting proof of attending further CPD activities for the relevant period.



form is true and

- I declared that all the information provided in this application correct.
- I authorise HKAIM or any other office that is directly involved in the administration of this application to use, check and process my data as required for my application.
- I understand that upon successful application, my data will become a part of my membership record and may be used all purposed as prescribed and under relevant rules and regulations, so long as I remain member of HKAIM.
- I understand that random checks will be conducted by HKAIM for any detail of this application form and I agree to provide further supporting document(s) if necessary when being requested by HKAIM.
- I agree that HKAIM may publish my name as a Certified Digital Marketer (CDM) in any publication or website.

Applicant Signature: _____

Date: _____



Qualifying for Certified Digital Marketer status

An applicant can become a Certified Digital Marketer of Hong Kong Association of Interactive Marketing (HKAIM) and be recognised as an experienced, qualified and up-to-date digital marketing professional through:

A. Normal Entry Scheme

- Applicant must hold either Individual, Fellow or Honorary grade Membership of HKAIM to be eligible for Certified Digital status.
- Applicant may be eligible to become a Certified Digital Marketer if he/she has the following practical experience as well as the following academic qualifications:

- A minimum of two years in digital marketing (either practice or teaching)

- Academic qualifications meet one of the following criteria

- 1) A bachelor or master's degree in digital marketing or equivalent offered by a local university or a local tertiary education institution (formed under Cap 320 – Education Ordinance) or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings)
- 2) A bachelor or master's degree in marketing or equivalent and of which a minimum of 2 subjects taken should be specialised in a digital marketing related area recognised by HKAIM. The degree should be offered by a local university or a local tertiary education institution (formed under Cap 320 –Education Ordinance) or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings).
- 3) A doctoral degree in business/management/computer/information technology (or equivalent) and of which the dissertation should be focused on a digital marketing related area recognised by HKAIM. The degree should be offered by a local university or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings).
- 4) A higher diploma, advanced diploma, executive diploma, associate degree, bachelor's degree, master's degree or doctoral degree in business/design/management/computer/information technology (or equivalent) offered by a local university or a local tertiary education institution (formed under Cap 320 –Education Ordinance) or an overseas university (within the top 500 of the most recent Times Higher Education World University Rankings or the most recent QS World University Rankings) AND attended a minimum of 80 hours or equivalent-level extra academic training in executive certificate, professional certificate, executive diploma, advanced diploma, professional diploma, associate degree, bachelor's degree, master's degree or other training with QF Level 4 or above (or equivalent) in digital marketing related subjects offered by a local university or tertiary education institution (formed under Cap 320 –Education Ordinance) or local training institute recognised by HKAIM.

On meeting these criteria and after being approved by the vetting panel of the **Professional Qualification and Development Committee**, the applicant will be awarded a Certified Digital Marketer status. He/She will also be added to the Certified Digital Marketer Directory unless they request otherwise. He/She will then be issued with a Certified Digital Marketer certificate to recognise the achievement.

B. Senior Management Entry Scheme

If the applicant has considerable digital marketing experience at a senior level or consultancy, and holds, at the time of



application, an appointment at or near board level, but has no formal qualifications, the applicant may apply for Certified Digital Marketer status under the SME scheme.

Under this scheme, applicants must establish that they meet the following entry criteria:

- Have held a Senior Digital Marketing Management or Senior Consultancy or similar position for no less than 5 years; or
- Currently hold a position near to or at board level, and are responsible for planning and implementing digital marketing programmes; or
- Made significant contributions to the digital marketing industry;

The applicant must also have two references from the current members (at least one corporate member) of HKAIM. On meeting these criteria and after being approved by the vetting panel of the **Professional Qualification and Development Committee**, the applicant will be awarded a Certified Digital Marketer status. He/She will also be added to the Certified Digital Marketer Directory unless the applicant requests otherwise. He/She will then be issued with a Certified Digital Marketer certificate to recognise the achievement.

Maintaining Certified Digital Marketer status

The Certified Digital Marketer should continue to maintain a valid HKAIM individual membership plus manage and record his/her professional development to reach the annual requirement of 24 hours.

It's important to note that HKAIM will perform random audits on Certified Digital Marketers' CPD records. Certified Digital Marketers selected in the audit are required to provide a CPD submission with evidence. If a Certified Digital Marketer has not been informed he/she is in the audit, then the full 28 hours are automatically awarded to his/her records.

Continuing Professional Development (CPD)

Under the scheme, individual members accumulating no less than 24 CPD hours annually, including:

- Minimum 6 and maximum 18 CPD hours of participation in HKAIM activities,
- Minimum 6 and maximum 18 CPD hours of taking or teaching digital marketing related qualification studies/short courses/workshops offered by a local university and tertiary education institution (formed under Cap 320 –Education Ordinance) or local training institute or overseas university recognised by HKAIM
- Maximum 6 CPD hours of joining conferences and exhibitions / in-company development / private study/ developing events

Application Fee

- HK\$1,000 non-refundable application fee plus a HK\$ 500 non-refundable assessment fee for subjects taken in digital marketing
- For the courses/subjects be accredited by HKAIM on an institutional basis, the assessment fee will be waived for the applicant.

Should you have any enquiries, please contact HKAIM:

Hong Kong Association of Interactive Marketing (Membership Department)

Address Rm 805, 8/F, Westley Square, 48 Hoi Yuen Road, Kwun Tong

Tel (852) 8106-8622

Fax (852) 3013-9512

E-mail info@hkaim.org

academic marketing