

The International Classified Media Association (ICMA) provides highly valuable information and knowledge sharing forums to help businesses grow profitably.

*"Yes...I would very much like
to join ICMA. It was a great meeting and I am very
excited about the future.
My only regret is not accepting an invitation to
ICMA sooner. "*

Rob Hage, CEO Digital Community Holdings, USA

Dear Publisher,

Welcome to the [International Classified Media Association \(ICMA\)](http://www.icmaonline.org). ICMA is the global leading community of trusted influencers in the Classified Media Industry. We are dedicated to enhance our members' business capabilities by sharing best practices and new innovations openly. Our network reaches experienced specialists and new potential customers worldwide for your benefit.



At my first ICMA conference in 2006, I quickly learned the limitations of being just a print media company. At ICMA I met new media thought leaders, fellow classified industry experts and vendors that showed me how to transform our print company to a marketplace with print, online, mobile and social media products to properly serve our target audience. Because of ICMA our company now generates over 6% of our revenues from digital products while continuing to grow and expand in print. Our website now ranks as one of the top websites serving the Hispanic community in the U.S. We could not have achieved this success without our company's active participation as a member of ICMA.

[ICMA conferences](#) serve and add substantial value to any organization with a goal to grow in the classified market segment. Sessions are educational and interactive. Solid case studies addressing real problems and solutions are presented by fellow publishers. Futurists and experts provide insights to new threats and opportunities, new technology and product offerings. Our sharing best practice sessions provide a unique opportunity to sit down with peers in our industry, share our numbers and best practices and benchmark ourselves against the best in the industry. By attending one of our conferences you will be inspired and introduced to a broader path of entrepreneurship. You will discover critical tools needed to gain a competitive advantage and build sustainable success. But most important of all, you will make friends and mentors all over the world that understand the challenges faced in this ever changing media world.

We invite you to join the Cologne, Germany "[Marketplace Innovations](#)" Conference taking place 17-20 April 2013. We want you to start benefiting today!

Martha de la Torre
ICMA Chair and CEO and Co-Founder of El Clasificado, USA





ICMA Conferences

Three full day dedicated to educational sessions on key topics, sharing best practices and fun social networking in destinations around the world.

Sessions to include but not limited to:

- ☐ Mobile
- ☐ Social Media
- ☐ Technology
- ☐ Online
- ☐ Marketing
- ☐ Sales
- ☐ Sharing Best Practice
- ☐ Workshops

Prior Speakers include:

- ☐ General Manager and Vice President, eBay Classifieds Group
- ☐ Director, Local Markets, Google
- ☐ VP Local and Communities, Yahoo! Online
- ☐ CEO, Oodle
- ☐ Senior Director of Consumer Products; Cars.com
- ☐ Head of Online Sales, Google
- ☐ ICMA Members present and share data providing solid experience and knowledge sharing from peers in similar situations

Dates: 17-20 April 2013 in Cologne, Germany
Autumn 2013 in Prague, Czech Republic

Opportunity: Learn, Share and Network

- ☐ Learning from the experts in the industry
- ☐ Learning about the latest technologies
- ☐ Sharing of best practices
- ☐ Networking with International companies

One of the many highlights that set us apart from other conferences, is the fact that some of our members go way back which creates a very special atmosphere, everyone is very open, glad to see some familiar faces and always interested in meeting new people.

ICMA Webinars

Webinars catered to the latest industry needs.

Topics include but not limited to:

- ☐ Mobile
- ☐ Social Media
- ☐ SEO
- ☐ SEM

Dates:

23	January 2013	Keyword Research for Classified Sites
21	February 2013	Hosted by Gravity R&D
20	March 2013	Hosted by SiteBlackBox

Opportunity: Knowledge, Solutions

- ☐ Knowledge gaining sessions
- ☐ Solutions catered to your niche



ICMA Classified Media Innovation Award

The annual [ICMA Classified Media Innovation Award](#) recognizes the leaders in innovation in the classified media industry.

Categories to include but not limited to:

- ☐ Overall top Classified Media Innovation
- ☐ Show Me the Money
- ☐ Technology
- ☐ Quick Implementation

Dates: 17-20 April 2013 in Cologne, Germany

Opportunity: Recognition, Inspiration, Revenue

- ☐ Gain recognition as an innovation leader
- ☐ Inspire your company and others
- ☐ Create potential revenue growth

We invite you to check out the top innovations of [2011](#) and [2012](#) respectively.





ICMA Vendors

Connect one on one with vendors providing invaluable solutions to the niche classifieds market.

Solutions include but not limited to:

- ☐ SEO
- ☐ SEM
- ☐ Video
- ☐ Mobile
- ☐ Social Media
- ☐ Database
- ☐ Google Analytics
- ☐ Google Adwords

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ICMA Future Leaders Network

Product: Recognizes the young future influential leaders of classified industry and ICMA

Benefits include but not limited to:

- ☐ Leadership skills
- ☐ Global projects
- ☐ International networking
- ☐ Knowledge sharing
- ☐ Idea generation
- ☐ Discounted conference rates

Opportunity: Recognition, sharing of ideas and knowledge, international network development

- ☐ Gain recognition as a future leader
- ☐ Solid idea generation and knowledge sharing
- ☐ Develop and grow their international network
- ☐ Teamwork on global industry related projects



Check out the [biographies](#) of the members of the Future Leaders Network!



ICMA International Network

Let ICMA connect YOU with really interesting professionals in 2013!

Current ICMA Membership

☐ 70 member companies - to name a few

- | | |
|---|--|
| ☐ eBay | ☐ Friday Ad |
| ☐ Sanoma | ☐ Semadic |
| ☐ El Clasificado | ☐ Grupo Intercom |
| ☐ Recycler | ☐ Markt.de |
| ☐ JunkMail | ☐ Singapore Press |
| ☐ MIH Internet | ☐ Styria |
| ☐ GETIT | ☐ Waseet |
| ☐ Sahibinden | ☐ Kalaydo |

☐ 32 countries worldwide - to list a few

- | | |
|------------------------------------|---|
| ☐ USA | ☐ Austria |
| ☐ Germany | ☐ United Arab Emirates |
| ☐ France | ☐ Spain |
| ☐ Singapore | ☐ Finland |
| ☐ Africa | ☐ India |
| ☐ Turkey | ☐ France |



ICMA provides a neutral forum to facilitate an effective exchange of information between publishers.