

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

*"Challenging, sometimes
difficult questions we do not ask
ourselves everyday"*

Internet Manager, Poland

*"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. "*

CEO, USA

"A very good group of thinkers."

President, USA

*"Very out-of-the-box ideas –
thanks!"*

CEO, USA

*Thank you for organising a
brilliant conference. I personally
found the sessions very
interesting and met some great
new colleagues. "*

Group Ad Director, UK

*"Excellent, The facilitator was
superb and led a great
interactive session."*

Chairman, Ireland

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.

Join ICMA for a nominal fee of €1195/US\$1640 and receive a complimentary registration to the ["Monetising Digital: Show me the Money" conference](#) in **Helsinki, Finland** hosted by Sanoma Digital taking place **21-24 May 2014!** Why wait any longer? Make the competitive difference to your business today!

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

ICMA Conferences

Three full days 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

Dates: "Monetising Digital: Show me the Money"
21-24 May 2014 in Helsinki, Finland

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.

Prior Speakers include:

- ☐ General Manager and Vice President, eBay 
- ☐ Director, Local Markets, Google 
- ☐ VP Local and Communities, Yahoo! Online 
- ☐ CEO, Oodle 
- ☐ VP, Schibsted Classified Media, Germany 
- ☐ ICMA Members present and share data providing solid experience and knowledge sharing from peers in similar situations

ICMA Webinars

Webinars catered to the latest industry needs.

Topics include but not limited to:

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

2014 Webinar Series still to be confirmed.

2013 Webinar Series:

[Tips and Tools for Generating More Revenue Webinar](#)

[Privatis and AutoTrader – A Case Study Webinar](#)

[Step by Step Guide to Boost User Engagement Webinar](#)

[Keyword Research for Classified Sites Webinar](#)

[Scraping, Denial of Service & Spam-Danger of Bots Webinar](#)

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: [“Monetising Digital: Show me the Money”](#)
 21-24 May 2014 in Helsinki, Finland

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 [2012](#) and [2013](#) 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

Dates: **"Monetising Digital: Show me the Money"**
 21-24 May 2014 in Helsinki, Finland



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 biography's of our Future Leaders [here!](#)



ICMA International Network

Let ICMA connect YOU with really interesting professionals in 2014!

Current ICMA Membership

☐ 64 member companies - to name a few



☐ 31 countries worldwide - to list a few

☐ USA

☐ Germany

☐ France

☐ Singapore

☐ Africa

☐ Turkey

☐ Austria

☐ United Arab Emirates

☐ Spain

☐ Finland

☐ India

☐ France

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



ICMA 2014 Offer

For a nominal fee of €1195/ US\$1640 you are invited to make the competitive difference to your business.

The €1195/US\$1640 includes:

- ☐ **One complimentary conference registration** value of €599/US\$821 to be used in the first year of membership only (excluding hotel & travel costs)
- ☐ **12 month company wide membership**
- ☐ **Complimentary webinars**
- ☐ **Opportunity to nominate a Future Leader**

To confirm your membership just simply fill out the [2014 ICMA membership application form](#).

Once confirmed we will send you the promotional code to ensure a complimentary registration to Helsinki this Spring!

Contact Shay Klomp Bueters for more information.

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