

News Updates

- Receiving the UK Newsletter *Touch Matters* three times a year
- Access to the *International Newsletter* issued twice yearly via the Members section of the IAIM website.



Advertising, PR and Marketing

- A national PR programme to raise awareness of baby massage and positioning the IAIM as the world-class standard and the most comprehensive provider of classes
- Advertising opportunities in hospital "Mother and Baby" publications, enabling your own personal details to be listed for parents looking for CIMIs in their local area
- Participation in National events, such as National Baby Massage Week
- Access to promotional material for exhibitions
- Opportunity to purchase the IAIM Marketing Pack (further details on back page).

Facebook

A Facebook Group - IAIM UK Chapter - has been set up for you to interact in real-time with your peers. A great way to share ideas and to be kept up-to-date with current news, information and events.



PLEASE NOTE

The letters IAIM and CIMI are registered trademarks of the Association. Therefore, non-members are not entitled to call themselves a CIMI or advertise their classes as certified by the IAIM.

The Marketing Pack is an invaluable tool for all CIMIs. It comprises a wide selection of literature to enable you to easily and professionally promote yourself and your baby massage classes.

The MP Brochure contains a comprehensive guide to marketing, as well as guidelines on using and printing the documents. The CD enclosed in the pack contains Word templates and print-ready PDFs, as well as some InDesign artwork files, which your local printer should be able to adjust to your specific requirements.

The files have been created to be as flexible and easy-to-use as possible and include:

- IAIM Logo
- Stationery - Business cards, Letterhead & Comp Slips
- Posters - Various designs for different situations
- Literature - A leaflet, Postcard, Gift Voucher and Certificates are included
- Advertising - Examples and guidelines on adverts
- Other Items - Forms and Parent Handouts

This Pack will enable you to create professional looking marketing materials with the minimum of effort.

You can buy the Marketing Pack from the IAIM online shop.

Please note: It is only available to full IAIM Members.



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International Association of Infant Massage

Why should I be an IAIM Member?

The benefits of membership

Being a Member of the IAIM means belonging to the only worldwide organisation committed to raising awareness of infant massage.

The IAIM is renowned for the high standard of teaching it provides and since 1997 has trained over 10,000 instructors in the UK. Being a member of the Association adds credibility to your instructor status as our programme is being increasingly recognised as offering parents an assurance of quality teaching and sensitivity in its approach.

There are many benefits to being an IAIM member and the Committee regularly reviews and updates them. We are always looking for new ways in which to support our CIMIs, providing them with the best foundation for starting and developing their teaching opportunities.

Some of the many benefits currently available to you, as a member, are listed in this leaflet. If you have any suggestions as to how we can support you further, please do not hesitate to contact us.

Support Network

- Support from Trainers, IAIM office staff, your elected Committee and an international community
- Support from Regional Representatives and Specialist Area CIMIs
- Networking with fellow CIMIs at study days and other events
- The opportunity to contribute to our *Touch Matters* newsletter and the international newsletter.
- IAIM Members website (see next page)

Continuing Professional Development

- Regular educational study days with respected speakers
- Massage stroke refresher sessions
- An International educational conference, held biennially in different locations around the world.

www.iaim.org.uk

This is where you can access the Members section to update your details, create your own web page and access:

- Articles and latest research news
- Event information
- Back issues of newsletters
- The online shop which sells IAIM branded merchandise
- And much more.

www.iaimbabymassage.co.uk

This is an exciting **parent-focused** website, promoting the benefits of baby massage and the IAIM's unique approach.

Your Personalised Web Page

As a CIMI, you can have your own personalised web page on which to promote your classes. You can add information about yourself, as well as listings of your classes, which will then appear in the 'Find a class' search function, enabling parents looking in your local area to easily find you.

If you are a Student Member you will be able to fill in the details for your personalised web page, but your page will not display until you are fully qualified.

Also on the Website

- Information about baby massage
- Details of the IAIM course structure
- A search facility for parents to find local classes
- Baby Massage Q&As
- Articles for parents
- News and events

We will be working hard to maintain our high position in Google's rankings and to make the new website the first 'port of call' for those looking for baby massage classes.



The IAIM Baby Massage home page.



A sample personalised CIMI web page.