



# Marketing Records and Information Management

## ■ Purpose

Information Management professionals face the challenge of promoting the benefits of Records and Information Management (RIM) within their organisations and instigating positive changes towards an RIM culture. Marketing concepts and techniques enable Information Management professionals to define and exploit a positive role within the organisation.

## ■ Course Overview

This course is designed to give you practical strategies for marketing records and information management within your organisation and understand how marketing is an important aspect of a successful RIM program.

The course covers:

- Marketing principles
- RIM through strategic alliances
- Partnering with management
- Defining roles and responsibilities
- Education and RIM training
- Managing organisational change
- Building a RIM Culture
- Developing your RIM marketing campaign

## ■ Who should attend?

This course has been designed for Information Management professionals and those whose responsibilities include improving information management related behaviours and practices.

## ■ Details

**Venue** United Services Club

183 Wickham Terrace,  
Spring Hill.

**Date** 18 November 2016

**Time** 8.30 am for tea and coffee  
9 am - 4 pm

**Cost** \$330.00 pp including training materials, morning /afternoon tea and lunch.

■ Register online at [www.codice.com.au/registrations.php](http://www.codice.com.au/registrations.php)