



# Transform Your Marketing Team into a **Growth Engine**

Join the MiM Crowd | MiMbership Brochure



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# Marketing moves fast. Help your team move faster.

Join the MiM-Crowd and gain the competitive edge your business deserves.

Marketing in Maritime isn't just an education platform, it's a powerful community designed to accelerate growth



“Marketing in Maritime at LISW 2025 is always an excellent event, where the sharpest marketing brains in shipping come together to share, shape, and showcase the future of our industry. It's a celebration of creative excellence and the power of ideas to move markets and minds alike.”

Sally Sadler, Lloyds Register



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Whether you work remotely or you're a world traveller, there's a **MiMbership** for everyone!





Flying the flag for  
maritime marketing

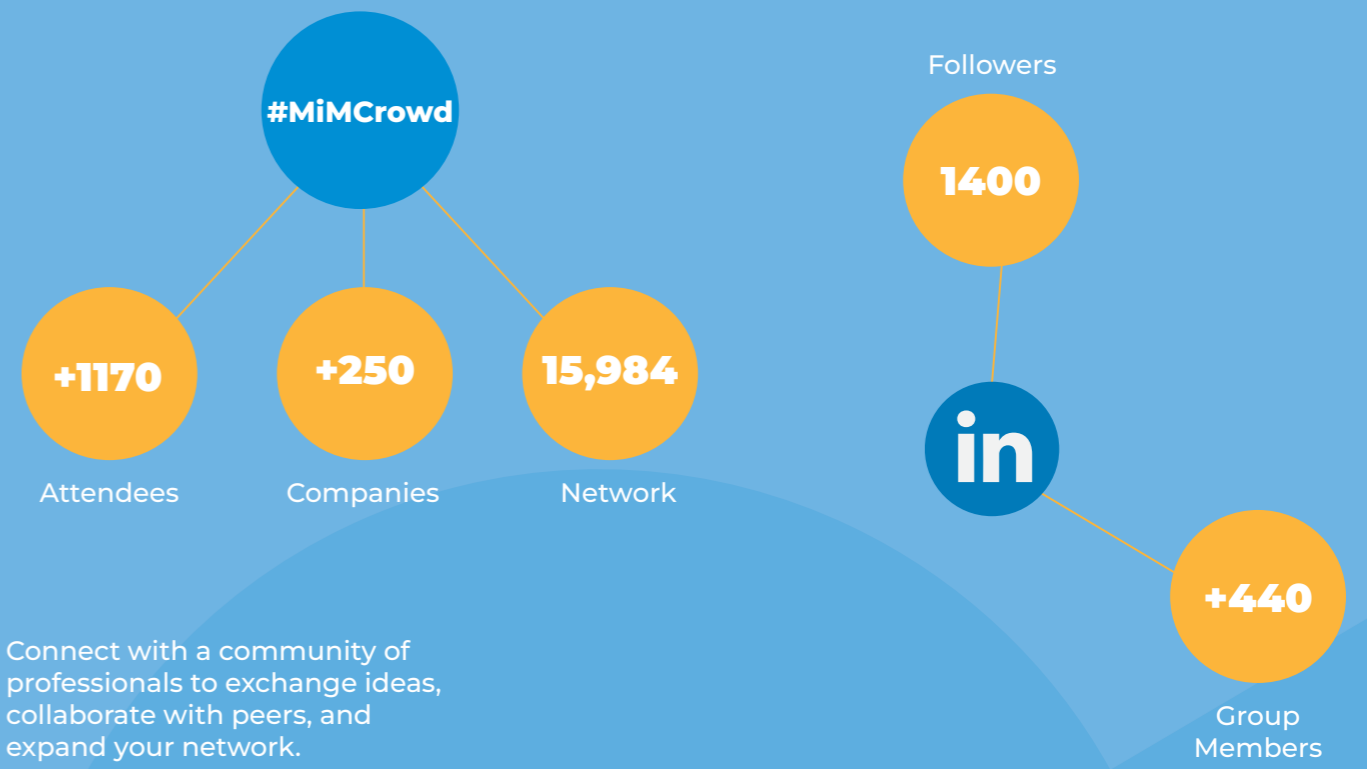
Designed for ambitious maritime businesses and professionals, backed by industry-leaders.

By being part of the MiM-Crowd, you'll access cutting-edge marketing insights, industry-leading expertise, and connections that set you apart from the competition and fuel creativity. This is your opportunity to stay ahead, innovate faster, and position your brand as a leader in the global maritime industry.



"I'm delighted to be joining the Advisory Board of Marketing in Maritime. It's an opportunity to learn from and contribute to a group of individuals with broad experience and proven track record of creating results in maritime marketing."

Knut Natvig  
VP Corporate Communications, Marlink



Connect with a community of professionals to exchange ideas, collaborate with peers, and expand your network.

# Why Choose a MiMbership for your team?

In a world of AI and rapidly evolving technologies our community is your competitive edge. Real people, true experts and the opportunity to connect with peers.

Your team won't just learn from each other, they'll be inspired. The MiM-Crowd is a catalyst for creativity and growth.



### Broader Perspectives:

Exposure to new ideas and best practices expands strategic thinking.



### Increased Adaptability:

Learning to thrive in diverse environments and handle change confidently.



### Continuous Personal Development:

Building resilience and curiosity for continuous improvement.

Monthly MiM-Meets - Connect with your industry peers to exchange ideas and un-pick problems (both online and in-person)

MiM-Lounge Events - Your hub at the major Maritime exhibitions

Monthly Podcasts with access to exclusive full worksheets and resources

CPD Accredited Courses & Points towards your CIM Charter

Quarterly Digital **MiM-Masterclasses** with access to exclusive small group workshops sessions, and accompanying assets

Unlimited access to the **MiM-Portal** – Your Marketing toolkit. Templates, insights and guidance

Additional Benefits - Constantly Evolving

Access to a pool of vetted Freelancers

**MiM-Mentorship** scheme

Exclusive discounts and benefits from our partner associations



# The Topic Streams



## Strategy & Insights



## Trends & Transformation



## PR & Communications



## Content & Brand



## Channel & Campaigns



## Media & Advertising



## Community & People



## Digital & Martech



### Strategy & Insights

- Setting the Marketing Plan
- ROI Modelling
- Commercial Alignment with Sales
- Market Segmentation
- Benchmarking & Competitor Mapping
- Product Marketing in Technical B2B
- Maritime-Specific Research Utilisation
- Brand Vs Performance



### Trends & Transformation

- Sustainability Storytelling
- Decarbonisation Messaging
- AI & Automation Futures
- Behavioural Economics in Marketing
- Future Skills for Maritime Marketing
- Innovation in Customer Experience
- Regulation & Comms Alignment



### PR & Communications

- Thought Leadership Positioning
- Media Relations & Tier 1 Media
- Crisis Comms in Maritime
- Internal Comms & Change Management
- Executive Visibility
- Press Release Best Practice
- Media Training for Maritime Leaders



### Content & Brand

- Content Strategy & Repurposing
- Technical Content Simplification
- Brand Positioning & Messaging
- Visual Storytelling
- Video Marketing in Maritime
- Podcasting for Niche Markets
- Creating Compelling Case Studies



### Channel & Campaigns

- LinkedIn for Maritime Growth
- Email Marketing Best Practices
- Influencer Marketing (inc. internal advocates)
- Event Marketing (live, hybrid, virtual)
- Partnerships & Co-Creation
- Trade Show Engagement Strategies
- Multi-Channel Campaign Execution



### Media & Advertising

- Maritime Media Landscape
- Trade Media Buying Strategies
- Programmatic & ABM
- Campaign Effectiveness & ROI
- Co-branded Campaigns & Sponsorship
- Metrics That Matter in Maritime Advertising



### Community & People

- Career Development in Maritime Marketing
- Building a Marketing Team
- Upskilling in New Tools & Trends
- Mentoring, Recognition & Awards
- Inclusion & Representation in Marine Media
- Personal Branding for Marketers
- Talent Retention Strategies



### Digital & Martech

- Marketing Automation Platforms (MAPs)
- CRM for Maritime Sales & Marketing
- Analytics & Attribution Models
- Digital Experience Tools
- AI in Maritime Marketing
- Integration of Martech Stack
- Tracking & Lead Scoring in Niche B2B

### Empower your Team

MiMbership provide access to expert-led education, proven resources, and best practices that set the benchmark for marketing excellence in the maritime sector. This is not merely training, it's competitive transformation.

### Build a Connected, Influential Community

Join a powerful network of maritime professionals, marketers, and industry leaders. Collaboration and knowledge-sharing within this community will position your company at the forefront of industry conversations.

### Accelerate Business Growth

Marketing is no longer a support function; it's a growth engine. Equip your team with insights, tools, and strategic networking opportunities to deliver measurable business outcomes.

### Lead the Charge

#### in Marketing Innovation

As the digital transformation of the maritime sector gathers pace, your team has an opportunity to gain a competitive edge. By embracing modern strategies and technologies, your organisation can outperform competitors and set new standards for the industry.

### Enhance Your Visibility

#### and Influence Globally

MiMbership positions your company and its spokespeople as thought leaders. Through events, content, and advocacy, you will amplify your voice and help shape the future of maritime marketing. The MiM-Crowd offers a space for marketeers to grow and elevate their knowledge and experience.



Designed for the industry, by the industry

# Your Core MiMber Benefits

Marketing in Maritime offers two types of membership: Digital and Full. Digital Membership provides online access to MiM’s resources, including educational content, industry insights, and virtual events, making it ideal for those seeking flexible, remote engagement. Full Membership includes all digital benefits plus in-person participation at MiM events, networking opportunities, and exclusive access to premium sessions and experiences, designed for members who want deeper involvement and face-to-face connections within the maritime marketing community.

**£295**  
Digital Only

MiMbers save  
**£565**

### The Value of your MiMbership

Average cost of annual events without MiMbership

**£865**

Cost of annual events and access to the MiM-portal with MiMbership

**£495**

Please enquire for corporate, Student and Group packages - [info@mimcrowd.com](mailto:info@mimcrowd.com)

	Digital MiMbership	Full MiMbership	
Unlimited access	<b>Unlimited Access To:</b> MiM-Connect Events (Learn from Industry experts and network with your peers)	-	✓
	<b>Unlimited Access To:</b> MiM-Meets (Network with your peers)	-	✓
	<b>Unlimited Access To:</b> MiM-Lounge (Your dedicated space at global industry events)	-	✓
	Priority Registration for MiM-Networking Receptions at global Maritime conferences	-	✓
	Speaking Opportunities (subject to relevance and availability)	-	✓
	Annual Access to the Maritime Calendar. Worth £195	✓	✓
	Quarterly Virtual Educational Events (MiM-Masterclass Series)	✓	✓
	Exclusive Access to Monthly Podcast Insights & Downloads	✓	✓
	Access to Content & Materials via MiMCrowd Online Portal	✓	✓
	Online Access to the Maritime Calendar (global maritime events database)	✓	✓
MiMbership Badge (for email, LinkedIn, and promotional use under guidelines)	✓	✓	
Access to MiM-Mentorship Programme	✓	✓	

# 2026 Calendar Overview



- **MiM-Connect:**  
Posidonia (Athens)
- **MiM-Meet:**  
Southampton & Athens
- **MiM-Masterclass:**  
Designed by community (webinar)
- **Podcast Series:**  
Monthly episodes



- **MiM-Connect :**  
London
- **MiM-Masterclass:**  
Designed by community (webinar)
- **Podcast Series:**  
Monthly episodes

2026

**Q1** Jan–Mar

**Q2** Apr–Jun

**Q3** Jul–Sep

**Q4** Oct–Dec

- **MiM-Masterclass:**  
Designed by community (webinar)
- **Podcast Series:**  
Monthly episodes with expert guests
- **Mentorship Programme:**  
Launch event



- **Flagship Expo Presence:**  
SMM Hamburg – MiM-Lounge stand + MiM-Connect networking reception
- **MiM-Masterclass:**  
Designed by community (webinar)
- **Podcast Series:**  
Monthly episodes
- **MiM-Meet**





**Ready to supercharge your marketing team?**

Get in touch: [info@mimcrowd.com](mailto:info@mimcrowd.com)



[www.mimcrowd.com](http://www.mimcrowd.com)