

Expert Talk

Linking Policy



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When seeking consent, IIDM appreciates notification of the specific location on your web site (URL) where it is desired the link to the IIDM web site shall be published. We request you adopt the following guidelines for linking to the IIDM web site.

IIDM requests that its logo and a description be included with the link from your web site. We suggest the description be placed immediately next to or immediately next to or under the IIDM logo. Please select from either the short or long description provided below when including a description of IIDM with your link.

As the IIDM web site is constantly updated, we strongly recommend links should be to the home page – <http://www.iidmglobal.com/> unless expressly denoted otherwise by IIDM. Linking to other sections of the web site may result in the web page or service being unavailable.

Requests or enquiries regarding linking to the IIDM web site, can be directed to:

The International Institute of Directors and Managers Pty Limited

P: +61 3 9571 6902 or E: online@ceo.com.au

Use of the IIDM Logo

Registration of the IIDM logo as a trademark is pending and may be used for the purposes of linking to the IIDM web site.



Short Description: (93 words)

TEXT VERSION

The International Institute of Directors and Managers ([link to IIDM home page](#))

Launched in November 2000 under the name CEO Online, (re-launched as the International Institute of Directors & managers - IIDM - in May 2013), IIDM publishes business resources designed for the time-poor business executive, owner or manager who seeks to enhance their leadership skills and improve the performance of their business. IIDM also offers the opportunity to engage in continuous professional development (CPD), using formal or informal mediums. IIDM is the recognised CPD vehicle for The CEO Institute's Certified CEO designation.

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Long Description: (186 words)

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Learn from articles, case studies, audio seminars, learning modules, book summaries and expert opinions, including:

- Motivating or retaining staff
- Making teams more effective
- Managing conflict
- Succession planning
- Utilising Social Media
- International commerce
- Marketing and customer relations

The key sections of the IIDM web site - www.iidmglobal.com (link to IIDM home page) - help you learn what you need to know, when you need to know it:

- Expert Talk
- Case Studies
- Top Thinking
- e-Learning
- Resource Centre
- Business Game
- Certified CEO

Make IIDM your online business mentor and make better decisions - faster.

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www.iidmglobal.com