

INTERNATIONAL BUSINESS TRAINING ASSOCIATION  
14221 S.W. 120<sup>th</sup> St., Suite 220 Miami, FL 33186  
954-624-8011 or 1-866-330-IBTA  
[www.IBTAlearning.com](http://www.IBTAlearning.com), [www.cbpcertify.com](http://www.cbpcertify.com)



## **News Release**

### **Media Contacts:**

Courtney Orians  
University of Memphis  
(901) 678-5780  
[cckelly@memphis.edu](mailto:cckelly@memphis.edu)

Dario Morell  
Vice President of Operations IBTA  
International Business Training Association  
(954) 624-8011  
[dariomorell@ibtalearning.com](mailto:dariomorell@ibtalearning.com)



---

## **University of Memphis Celebrates 11 years Partnership with the International Business Training Association (IBTA)**

---

**Miami, Florida January 10<sup>th</sup>, 2016.** The International Business Training Association (IBTA) congratulated the University of Memphis for their ongoing commitment to providing training that represents the global standard for essential business skills. The University of Memphis just celebrated 11 continuous years of partnership with IBTA which has been setting global standards in its commitment to meeting the training needs of global businesses over the past two decades. As an American public research university located in the Normal Station neighborhood of Memphis, Tennessee, the University of Memphis was founded in 1912. Over 22,000 students are enrolled. The University of Memphis is now greatly experienced at training a myriad of individuals in essential business skills, making those who receive IBTA's Certified Business Professional (CBP) distinction more employable and valuable to businesses.

In Tennessee, individuals have no more excuses not to further enhance their business skills. With the renewal of the partnership hitting such a milestone of continuity, University of Memphis continues its access to the internationally recognized business skills training program - the Certified Business Professional (CBP™) and its Master-Level Project Management course - developed by the International Business Training Association (IBTA) and taught around the world. The CBP program consists of top-notch essential business skills training such as Customer Service, Sales, Leadership, Business Communication, Business Etiquette, Business Management, Project Management, Marketing, Computer Technology Specialist, Tourism & Hospitality and others. University of Memphis understands the need for individuals to gain experience in business skills and is very excited to continue its commitment, alongside the IBTA Team, to service those in need of quality business skills training in Tennessee and beyond.

By the University of Memphis offering the CBP Project Management course, it provides the opportunity for every individual, from the career starter to the experienced business professional, to develop and validate his or her skills in the workplace in the Memphis, Tennessee region. The University is also focused on helping experienced professionals renew their commitment to striving for excellence in this dynamic world of business which has now gone global. The goal is for the Tennessee area to be aware of

the importance of having employees trained at a global standard, for their success in competing in what are mostly nationwide and global industries. In the global economy and industries that exist now, it is important for businesses to have such employees on board.

To learn more about enrolling in the CBP Business Skills training program at University of Memphis visit: <http://www.memphis.edu>. You'll be glad you did!

**If you're interested in becoming an Authorized Training Partner (ATP) of IBTA**, please visit [www.ibtlearning.com](http://www.ibtlearning.com) or [www.cbpcertify.com](http://www.cbpcertify.com) to learn more. ATP's receive support in the form of instructor program support, industry news, marketing, referrals and sales from IBTA.

### **About the International Business Training Association (IBTA)**

The International Business Training Association is a knowledge-centered organization committed to the training and certifying of business professionals to International standards. IBTA's mission is to equip business professionals with the skills and certification required to meet and surpass business standards in our global industries.

IBTA officially released its business certifications in 2003 under the brand of the Certified Business Professional (CBP) after two years of initial consultation and development. Today, IBTA's CBP Certification is the fastest growing soft-skills certification for business professionals with partners in the U.S., Canada, UK, Middle East, Africa, Central America, South America, the Caribbean, India, China, Vietnam, Brunei, Singapore, and Australia. The CBP courseware and exams are available in English, Spanish, Vietnamese and Arabic.