

# MARCOM

Committed to the **advancement of marketing**  
in the **public** and **not-for-profit** sectors

Register Now for our  
**2008 Conference:**  
[www.marcom.ca](http://www.marcom.ca)

Event Sponsors:



June 11 & 12, **2008**  
Hampton Inn Ottawa and Conference Centre



# Creating a culture of marketing

## FINALLY, A CONFERENCE THAT UNDERSTANDS!

**Welcome to MARCOM** – the national conference that understands the daily reality in your world of marketing; **the world of public sector and not-for-profit marketing professionals**. Here we identify with terms like budget, accountability, fundraising and stakeholders. And we're not afraid to use them in conjunction with words like creativity, risk-taking, action and success. Gone is the conundrum of how to market in a non-commercial environment. Our conference assembles the best and brightest in our industry to create an atmosphere where collaboration and networking help advance like-minded individuals – **professionals, like you**. Directors, managers, advisors and officers alike are invited to mix and mingle, learn and share while picking up the latest industry strategies, tools and tips.

**MARCOM 2008 theme: Creating a Culture of Marketing** speaks to the importance of getting people on board – of creating a new organizational mindset based on a positive, educated approach. It's the idea of getting everyone to speak the language and act the part of a marketer whenever possible. It also refers to embracing diversity – knowing your many audiences and understanding their differences. If you dig down to discover the beliefs, customs and behaviour of an audience, you can strategically design your marketing tools and tactics to truly resonate.

Our **Advisory Committee** of public sector and not-for-profit marketing experts ensure that subject matter is relevant and transferable across jurisdictions.

### Symposium Features:

- 3 Pre-Conference Workshops: Social Marketing Plan, Revenue Generation Boot Camp, Social Media Marketing Plan
- 2 Fabulous Keynotes
- 21 Concurrent Conference Sessions
- 15 Daily Peer2Peer Roundtables
- Trade Show of leading marketing solutions providers
- MARCOM '08 Meetup – a high-energy networking reception

### Investment: PS=Public Sector NFP=Not-for-Profit Sector

Pre-Conference Workshops: June 10, \$395

Conference

PS: June 11 & 12: \$835 / **\$785** June 11 or 12: \$550.00

3-Day Package: June 10-12: \$1,135 / **\$1,085**

NFP: June 11 & 12: \$545 / **\$495** June 11 or 12: \$450.00

3-Day Package: June 10-12: \$845 / **\$795**

**Early Bird Rates for 2 / 3-Day Registrations until April 1, 2008.**

Register 3 or more at same time and save additional \$50 per person

### The Greening of MARCOM 2008:

**MARCOM 2008** is maintaining its leadership role in conference greening. Read about it online at [www.marcom.ca](http://www.marcom.ca) under "Let's Go Green". Attend MARCOM to experience the latest trends and challenge your own marketing practices in the pursuit of environmental responsibility.

Visit [www.marcom.ca](http://www.marcom.ca) Conference Registration to Register Today!

### Special Thanks to our Sponsors:

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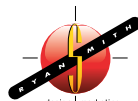
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# Symposium Program

Visit [www.marcom.ca](http://www.marcom.ca) regularly for updates

## Conference Flow

June 10	Pre-Conference Workshops – Optional One-Day Intensive Program
9:30 – 10:00	Registration and Networking
10:00 – 4:00	1. Develop a Social Marketing Plan in “ONE DAY”
	2. NEW: Revenue Generation Boot Camp
	3. NEW: Develop a Social Media Marketing Plan in “ONE DAY”

## Conference

June 11		June 12	
7:30 – 8:40	Registration / Continental Breakfast / Networking in Trade Show	7:30 – 8:30	Registration / Continental Breakfast / Networking in Trade Show
8:45 – 10:00	Welcome and Opening Keynote Address	8:30 – 9:30	Concurrent Sessions
10:00 – 10:30	Health Break / Visit Trade Show	9:30 – 10:00	Health Break / Visit Trade Show
10:30 – 11:30	Concurrent Sessions	10:00 – 11:00	Concurrent Sessions
11:35 – 12:30	Peer2Peer Roundtable Discussions	11:10 – 12:00	Peer2Peer Roundtable Discussions
12:30 – 1:30	Lunch in Trade Show	12:00 – 1:15	Lunch in Trade Show
1:30 – 2:30	Concurrent Sessions	1:15 – 2:15	Concurrent Sessions
2:30 – 2:40	Stretch Break / Move to next session	2:15 – 2:25	Stretch Break / Move to next session
2:45 – 3:45	Concurrent Sessions	2:30 – 3:30	Concurrent Sessions
3:45 – 5:15	MARCOM 08 Meetup Networking Reception	3:40 – 4:20	Closing Keynote

## June 10 – Pre-Conference Workshops

10:00 a.m. – 4:00 p.m.

### NEW: Revenue Generation Boot Camp

**Bernie Colterman, President**

**Colterman Marketing Group (CMG) Canada**

Are you taking a strategic approach towards your revenue generation activities? Are you maximizing your opportunities to create a sustainable revenue base for your organization?

This one-day workshop examines the latest trends and best practices in core non-profit and association revenue streams including Sponsorships, Affiliate Programs, Print and Web Advertising, Business Member Recruitment, Conferences and Events and demonstrates how an integrated strategy towards packaging and promoting these opportunities to the corporate community can lead to increased and sustainable revenue streams. The workshop will also help you identify your organization's marketable assets and explore how effective branding and positioning can help you be successful in a highly competitive marketplace.

You will learn how to:

- Identify organizational assets that can be leveraged to generate revenue
- Determine the value of your assets
- Identify your unique selling proposition
- Increase your organization's profile and leverage your brand to gain a competitive advantage
- Launch new revenue generation initiatives
- Package, promote and sell your program to potential corporate partners



# Creating a culture of marketing

June 10 – Pre-Conference Workshops Cont'd  
10:00 a.m. – 4:00 p.m.

**How to Develop a Social Marketing Plan in “ONE DAY”**  
**Jim Mintz, Director**  
**Centre of Excellence for Public Sector Marketing**



This one-day workshop takes you through a proven planning process to develop a customized, structured social marketing plan for your public sector or non-profit organization. It will show you how to develop a comprehensive social marketing plan on your own, resulting in an ability to implement your initiative immediately.

You will learn how to:

- Develop and implement a social marketing program on a limited budget
- Differentiate social marketing from public education; outreach and other communication strategies;
- Use social marketing to mobilize communities, influence the media, lobbying/advocacy, build strategic alliances with business.

**NEW: How to Develop a Social Media / Web 2.0 Marketing Plan in “ONE DAY”**  
**Mike Kujawski, Project Manager / Strategist**  
**Centre of Excellence for Public Sector Marketing**



The focus of this workshop is to respond to the unique needs of public sector and non-profit marketers who want to acquire value added skills to improve their expertise in social media marketing and effective use of “Web 2.0” tools and applications (rss feeds, blogs, wikis, podcasts, etc.) This workshop will help you develop a customized, structured approach to open the channels of communication with your target audience and significantly improve your visibility and levels of online engagement.

You will learn how to:

- Properly use and leverage on-line social networks, consumer generated content, blogs, podcasts, wikis, video, RSS feeds and virtual worlds to better deliver your message.
- Ensure you are visible to all major search engines through the latest search engine marketing tactics and social media optimization techniques
- Move from a traditional mindset to a web 2.0 mentality without sacrificing your existing strategies
- Properly measure your social media marketing ROI

## June 11 Conference

\* 9:00 a.m. – 10:00 a.m. *Opening Keynote – see back cover*

June 11 10:30 – 11:30 a.m. [Track 1: Public Sector]

**Developing a Marketing Culture in a Public Sector Organization**

**Denis Vézina, Associate**  
**Centre of Excellence for Public Sector Marketing**  
**Danielle Thibault, Director General, Communications, Foreign Affairs and International Trade Canada**



Federal communications advisors often face an uphill battle in getting approval for marketing initiatives in their organizations. Why is it so difficult to develop a marketing culture in the Public Service? Is it based on a misunderstanding of what marketing is and what it can achieve? Is resistance based on cliché perceptions?

This panel discussion will cover:

- Marketing culture and approach: What do we mean?
- Current context and challenges for PS marketing
- How to get management buy-in
- How to develop internal capacity
- Being accountable for marketing outcomes

June 11 10:30 – 11:30 a.m. [Track 2: Not-for-Profit Sector]

**Using Marketing to Enhance Foundation and Grant Funding Requests**

**Speaker: TBA**

In 2005, there were over 2,300 active grant-making foundations in Canada that distributed an estimated \$1.3 billion in funds to a variety of organizations. This session will explore the latest trends in foundation funding and how a marketing-driven approach can increase your success rate in securing funding and demonstrate in a meaningful way, the results achieved through foundation funds.

June 11 10:30 – 11:30 a.m. [Track 3: For Everyone]

**Strategic Marketing Planning: Stop putting out fires and start thinking long term!**

**Anne Lavack Ph.D.**  
**Dean, Faculty of Business Administration**  
**University of Regina**



Making spur-of-the-moment decisions can drive your public or non-profit organization in the wrong direction. Avoid this trap by setting up a strategic marketing planning process.

This session will review the key elements of a strategic marketing plan, including: (1) Conducting a situation analysis; (2) Segmenting the market; (3) Profiling the market segments; and (4) Developing a strategy for each market segment. Benefits and challenges of strategic marketing planning will be discussed.

# Symposium Program

Visit [www.marcom.ca](http://www.marcom.ca) regularly for updates

June 11 11:35 – 12:30 p.m.

## Peer2Peer Roundtable Discussions

Visit our Wiki <http://marcom08.pbwiki.com/> and help us build your Roundtable Topics. Invite Key: marcomshare

June 11 1:30 – 2:30 p.m. [Track 1: Public Sector]

### Marketing Research for the Public Sector: Five Key Trends that Affect Your Research Nat Stone, Manager Content Management Public Opinion Research, Public Works and Government Services Canada



- Our diverse society (not just ethnic: generation, education, region)(allegro)
- The rise of Online Research
- The disappearing telephone respondent (low response rates from telephone surveys; cell phone only households) (andante)
- Different strokes for different folks: internet good for university-educated/young; telephone better for older and less well-educated)
- Towards diversity in research: multimodal (finale)

June 11 1:30 – 2:30 p.m. [Track 2: Not-for-Profit Sector]

### Facing the Challenges of Integrating Social Marketing into Professional Practices and Organizational Culture François Lagarde, Social Marketing Consultant and Trainer and Adjunct Professor, Faculty of Medicine, University of Montreal



Many professionals face challenges when trying to implement social marketing practices in their organizations. Some of the difficulties encountered include resistance to the very idea of adopting marketing-related approaches. Organizations also resist addressing issues that go beyond communications or are not open to broader approaches when most decisions have already been made. The session will address issues and provide recommendations to participants on how to integrate social marketing into their work.

June 11 1:30 – 2:30 p.m. [Track 3: For Everyone]

### The Internet – what a great place to be! Benoit Chiasson, Director of Sales, Eastern Canada Sympatico MSN



It has changed the way we communicate, get informed, shop and complete transactions. The Sympatico / MSN presentation will review the evolution of the Internet over the last 15 years, highlighting key activities that 24 million Canadians perform online every month!

We'll address the benefits of online advertising and the ability to convert this mass audience medium into a targeted niche by reviewing the highlights of a campaign completed with Parks Canada. Finally, we'll talk about the industry standards and tools used in the creative to measure campaign success and ongoing efforts to increase interactivity and user engagement.

June 11 2:45 – 3:45 p.m. [Track 1: Public Sector]

### Applying Social Media to a Public Sector Environment

Jeff Braybrook

Deputy Chief Technology Officer, Technology & Internal Service Strategy  
Treasury Board of Canada, Secretariat

The Chief Information Officer Branch of the Treasury Board of Canada (Secretariat) is conducting a Proof of Concept to pilot the use of new social media tools – commonly known as Web2.0 collaboration tools – across the Government of Canada. The initiative was launched last fall and so far has included the use of a blog and a wiki. Our objectives are threefold: (1) enhance our breadth and agility in consulting with functional communities in departments and agencies for Enterprise policy development, (2) establish a code of conduct and acceptable use guidance and (3) help create a modern, vibrant government workplace to attract bright, young talent to the public service. This session will examine our pilot which involved over 400 registered users from 80 departments and agencies and our wiki which has amassed over 700 pages and 39,000 page views since its inception.

June 11 2:45 – 3:45 p.m. [Track 2: Not-for-Profit Sector]

### How the Alzheimer Society of Ontario Fell in Love with Social Media

Wayne MacPhail, President, w8nc inc.

Madelyn Herschorn,  
Director of Marketing  
and Communications,  
Alzheimer Society of Ontario



When the Alzheimer Society of Ontario decided to replace its aging intranet, it opted for a groundbreaking social media platform that includes a wiki, podcasting, video, Google Maps, flickr, discussion boards, tagging and RSS feeds. Now, they're about to take all those tools out to their public site. Learn how the ASO fell head over heels for social media, how it totally changed the way its 39 provincial chapters communicate and what you can learn from this forward-thinking charity's online adventures.

June 11 2:45 – 3:45 p.m. [Track 3: For Everyone]

### The Power of Trade Show Performance Barry Siskind, President, International Training and Management Company



In an era of increased accountability and ever shrinking marketing budgets, justifying the trade show participation has never been more critical. If you believe you can't calculate your trade show return because you don't sell anything, then this session is for you. In 90 minutes, trade show guru Barry Siskind will debunk this myth and guide you through the process of quantifying your trade show results.

June 11 3:45 – 5:15 p.m. **MARCOM '08 Meetup**



Happening right on site, this high-energy networking reception, celebrating MARCOM's and CMG Canada's 10th Anniversaries, is a once-a-year opportunity to mix and mingle in an informal setting with fellow delegates, exhibitors and speakers from across Canada. Enjoy hors d'oeuvres, cocktails and a featured Speed Mixer to actively reconnect with and grow your network of marketing contacts. Plan now to attend to maximize your MARCOM experience.

# Creating a culture of marketing

June 12 8:30 – 9:30 a.m. [Track 1: Public Sector]

**Developing Effective Private Sector Partnerships**  
**Doug Davidge, Manager, Partnerships**  
**Advertising Coordination & Partnerships Directorate**  
**Public Works and Government Services Canada**

This session will explore trends and best practices in public sector partnering. Visit [www.marcom.ca](http://www.marcom.ca) for details.

June 12 8:30 – 9:30 a.m. [Track 2: Not-for-Profit Sector]

**Stakeholders Communications:**  
**Moving Beyond Information**  
**Dissemination to Behavioural Change**  
**Caroline Kealey, Founder and Principal,**  
**Ingenium Communications**



An effective stakeholder communications program does more than inform; it builds support for your initiatives, engages your audience(s) in a meaningful way and moves them to action at the appropriate time. This session will examine best practices in stakeholder communications and demonstrate how a strategic approach towards member and public communications can help advance organizational objectives, increase take-up on programs and services, and provide better overall value to stakeholders.

June 12 8:30 – 9:30 a.m. [Track 3: For Everyone]

**Evaluating the Effectiveness of**  
**Social Marketing Sponsorships**  
**Dr. Judith Madill**  
**Full Professor and Holder of the Paul Desmarais**  
**Professorship in Marketing, Telfer School of**  
**Management, University of Ottawa**



Organizations of all types increasingly recognize the importance of sponsorship as a source of revenue and a means of achieving their social marketing objectives. Concurrently, both sponsors and sponsees are demanding more reliable and meaningful methods of evaluation as investment in this area increases. This session will discuss current research that is being conducted in this area by Dr. Norman O'Reilly (Director of Sports Administration, Laurentian University) and Dr. Judith Madill (Telfer School of Management, University of Ottawa) and demonstrate how social marketing elements in social marketing should be evaluated.

June 12 10:00 – 11:00 a.m. [Track 1: Public Sector]

**Integrated Marketing Communications: the new norm**  
**in public sector marketing communications**  
**Jim Mintz, Director**  
**Center of Excellence for Public Sector Marketing**



Public sector marketers have begun to recognize the value of strategically integrating communications functions rather than having them operate in silos. This move to IMC reflects an adaptation by marketers to a changing environment.

Organizations can no longer be tied to a specific promotional communications tool but must use whichever communications vehicles offer the best message delivery to their target audiences which serves to recognize the interdependence of marketing tactics. This strategic approach takes into consideration today's public sector priorities: value for money and accountability. IMC expert, Jim Mintz, will provide clear examples and a step-by-step process for developing a strategic integrated marketing communications plan and strategy.

June 12 10:00 – 11:00 a.m. [Track 2: Not-for-Profit Sector]

**Separating the Sponsorship Pretenders from**  
**the "Real Deal" – Do you have what it takes to be suc-**  
**cessful at sponsorships?**  
**Bernie Colterman, President**  
**Colterman Marketing Group (CMG) Canada**



The good news is that corporate sponsorship is increasing. The bad news is the large number of not-for-profit organizations competing for these dollars. Are you prepared for a more complex and sophisticated sponsorship environment? Based on extensive research of over 300 public sector and non-profit organizations across Canada, this interactive session will help you examine your organization to determine if it has the right culture, tools and processes in place to implement and sustain a successful sponsorship program. More importantly, it will demonstrate what you must do to separate yourself from the sponsorship "Pretenders".

June 12 10:00 – 11:00 a.m. [Track 3: For Everyone]

**How to Manage a Cost-Effective Communications Program Using Email**  
**Todd Campbell, Associate Marketing Manager,**  
**Canadian Blood Services**  
**Hailey Hughes, ThinData**

This session is ideal for public sector and not-for-profit marketers responsible for launching, managing or directing email campaigns.

Todd Campbell of Canadian Blood Services shares his stories and insights about how email has played an important role in building brand and establishing new online relationships. Hailey Hughes of ThinData draws on case studies to highlight email best practices to help marketers set achievable goals, build a database of high-value email recipients and encourage email recipients to take specific actions.

# Symposium Program

Visit [www.marcom.ca](http://www.marcom.ca) regularly for updates

June 12 11:10 a.m. – 12:00 p.m.

## Peer2Peer Roundtable Discussions

Visit our Wiki <http://marcom08.pbwiki.com/> and help us build your Roundtable Topics. Invite Key: marcomshare

June 12 1:15 – 2:15 p.m. [Track 1: Public Sector]

### Branding Is an Inside Job

**Don Hewson,**  
President and CEO, HBS Marketing

Great public sector brands happen because everyone in the organization understands the promised value and how to deliver it. Communications/brand managers need to move beyond outbound communications to engaging employees in the internal actions, processes and policies that will actually deliver that brand value.

This session will explore how to involve employees in the strategies, processes and actions needed to build a strong brand. Because if it's going to work, it's got to be an inside job.



June 12 1:15 – 2:15 p.m. [Track 2: Not-for-Profit Sector]

### Emerging Challenges in Membership Marketing

**Dave Cybak, Director, Membership Marketing**  
Canadian Society of Association Executives

With the pending retirement of the Boomers, there will be a huge shift in the workforce over the next 10 years. These changes will not only have a significant impact on hiring practices, they will force not-for-profits to re-think their entire membership strategy. This session will explore the potential impacts of this major demographic shift on the not-for-profit sector and how associations will need to adapt their approaches towards membership recruitment, program delivery and services in order to survive in this new economy.



June 12 1:15 – 2:15 p.m. [Track 3: For Everyone]

### Target Marketing: New Ways to Connect with Your Constituents

**Doug Norris, Ph.D.**  
Senior Vice President and Chief Demographer,  
Environics Analytics

For over 40 years, businesses have used a range of segmentation techniques to better understand and increase their customer base. But in recent years, governments and not-for-profits have begun to find success by using similar techniques and classifying their constituents with geodemographic-based segments. These techniques allow service providers to identify target populations by their behaviour, values and media preferences—all to more effectively deliver outreach programs. This presentation will describe geodemographic-based segmentation techniques, and how they can be used in government and the not-for-profit sectors to improve the lives of citizens. Included will be case studies and best practices designed for program planners, administrators, researchers and marketers.



June 12 2:30 – 3:30 p.m. [Track 1: Public Sector]

### Innovative Public Sector Marketing

**Case Study 1: Library and Archives Canada, CBC, Ancestry.ca: A Genealogical Coup**  
**Peter Levick, Director General, Library and Archives Canada (LAC)**

LAC used the popularity of genealogy to reach Canadians; leveraging partnerships made this possible. What constitutes partnership success and how do you evaluate it? It has to be win-win-win for everyone. The case study includes LAC's partnership with CBC and Ancestry.ca for the successful television series, "Who Do You Think You Are?" In this genealogy series, 13 well-known Canadians set out to discover their family roots. One episode alone prompted 110,000 searches on the Canadian Genealogy Centre's website in one night!

**Case Study 2: Ushering in a New Era of Audience Development at the National Arts Centre Orchestra**  
**Inga Petri, Principal, Strategic Moves**

Over the last year, the National Arts Centre Orchestra has undertaken a major initiative to a) understand the factors that affect its subscription base and b) develop a prescription for sustainably expanding its audience. This presentation shows how using a whole-of-business approach to data analysis, audience research and strategy development created a powerful platform for profound organizational changes: a 13% increase in subscription resulting in the highest number of subscriptions in 19 years.



June 12 2:30 – 3:30 [Track 2: Not-for-Profit Sector]

**The Branding Imperative: Why Non-Profits Need Powerful Brands and How to Build One**  
**Mark Sarner, President and Founder**  
Manifest Communications

A brand communicates a personality for an organization or cause. It is critical to establishing visibility in a crowded marketplace where thousands of organizations compete for mind share and credibility. A strong brand starts with an idea and evolves from the inside out. Mark Sarner will explore various elements of non-for-profit branding – how and why its necessary, how a brand can evolve over time, how a strong brand leads to more effective communications and fundraising and how it can transform your organization or cause from one of many to "one of a kind".



June 12 2:30 – 3:30 p.m. [Track 3: For Everyone]

**Demystifying the Chinese Canadian Market**  
**Cindy Gu, President and Publisher, and Shawn Li, Director, Marketing and Sales,**  
The Epoch Times

With Census 2006, the immigrant population in Canada reached 20% for the first time. In Toronto and Vancouver, the foreign-born population now accounts for 40-50%. This session will demonstrate how to effectively communicate and market to the Chinese Canadian community; the largest visible minority group with the third most spoken language after English and French, through an insightful look at their profiles, demographics, language loyalty, psychographics, media habits, geographic distribution, culture and values.



# Creating a culture of marketing

## Two Exceptional Keynotes at MARCOM 2008

Opening Keynote:

June 11: 9:00 – 10:00 a.m.

### Unlikely Utopia: The Surprising Triumph of Canadian Pluralism

**Michael Adams, President, Environics**

In this provocative talk, Michael Adams argues that Canada's so-called experiment with diversity is a remarkable success. Using both demographic and public opinion data, Adams shows that the vast majority of newcomers to Canada are ready to integrate into their new society, and the vast majority of "old Canadians" are ready to welcome them. This clear-eyed, data-driven talk will be invaluable to marketers striving to reach the many facets of diverse, modern Canada by shedding light on how Canadians in general - and newcomers specifically - experience diversity in this country.

In addition to numerous articles, frequent commentary in the broadcast media and presentations at conferences, seminars and annual meetings in North America, Europe and Asia, Mr. Adams is also the author of four Canadian best sellers: *Sex in the Snow: Canadian Social Values at the End of the Millennium* (published in 1997), *Better Happy Than Rich? Canadians, Money and the Meaning of Life*, (2000) and *Fire and Ice: The United States, Canada and the Myth of Converging Values*, (2003), and *American Backlash: The Untold Story of Social Change in the United States*, (2005).



Closing Keynote:

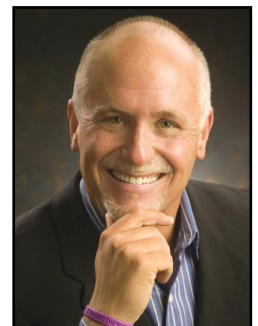
June 12: 3:40 – 4:20 p.m.

### The Complaint-Free Organization – How to Transform People Who Whine into People Who Shine

**Will Bowen, Author "A Complaint-Free World"**

Complaining is a toxic form of communication which drags everyone down and can spread like a virus; consuming an organization.

Will Bowen, author of *A Complaint-Free World* and featured on Oprah, CBC and The Today Show, will tell you how you can transform the culture of your organization into one of infinite possibilities and harmonious teamwork. Learn how he has transformed the lives of 6 million people in 80 countries. Rather than gripe about "what is" begin to dream about "what might be."



Colterman Marketing Group (CMG) Canada

**MARCOM 2008 is produced by Colterman Marketing Group (CMG) Canada, Celebrating 10 Years of Service to the Public and Not-For-Profit Sectors!**

MARCOM is just one of the ways Colterman Marketing Group (CMG) Canada works with a wide range of public sector and not-for-profit organizations. For the past decade, we've worked with a wide range of clients to help them leverage their marketing resources, improve marketing performance and maximize revenue potential through sponsorships, events, affinity programs and other membership-based initiatives.

At CMG, our focus is firmly on your organization's bottom line – whether it's financial or performance-driven. Our consultative services combine strategic thinking, creative ideas and practical advice. We also provide extensive training in the areas of Sponsorship / Partnership Development, Exposition Management, Marketing and Revenue Generation. Our highly acclaimed workshop, *Designing and Selling Your Sponsorship Program* is now offered in six major centres across Canada and our Revenue Generation Boot Camp will be launched in Toronto and Ottawa in 2008.

To learn more about CMG Canada, please visit [www.coltermangroup.com](http://www.coltermangroup.com).

Register Today for MARCOM 2008 at [www.marcom.ca](http://www.marcom.ca) or call 613-731-9851 ext. 28

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