



JUNE 1-2, 2011
Ottawa Convention Centre

The premiere educational forum for public and not-for-profit sector marketers and communicators



MARCOM Will Help You...

- Socialize, Mobilize and Revolutionize your marketing and communications,
- Build your professional competencies and your organization's leadership capacity,
- Respond more effectively to ever-changing internal and external landscapes,
- Improve your internal business processes,
- Re-engineer your daily and risk communications,
- Measure and evaluate your online and social media impact,
- Understand how to develop a marketing culture,
- Learn what others in your sector are doing while developing new relationships,
- Strengthen your organization's marketing and communications capabilities,
- Leverage resources when everyone is doing more for less,
- Build your personal brand and organizational equity,
- Take a more strategic approach towards revenue development,
- Learn about the latest trends in social media, strategic digital engagement, research, social marketing, integrated marketing communications, partnering, crowdsourcing, email marketing and much more...

MARCOM 2011 Not-to-Miss Keynotes!



June 1 | Opening Keynote

In the Social Web, We Are All Brand Managers

Brian Solis, Principal, FutureWorks

Brian Solis is globally recognized as one of the most prominent thought leaders and published authors in new media. A digital analyst, sociologist, and futurist, Solis has influenced the effects of emerging media on the convergence of marketing, communications, and publishing.

June 2 | Opening Panels

- Lead the Marketing Charge for Government
- Lead the Marketing Charge for Associations and Non-Profit Organizations
- Learn how you can move to a strategic, marketing approach and whose leading that charge today!

See inside and back cover for more information!

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June 1 & 2 (Workshops May 31)

What's MARCOM?

MARCOM is the only professional development forum that brings together public and not-for-profit sector marketers and communicators from across Canada to hear from subject-matter experts and thought leaders, learn how to work in smarter and more strategic ways for better results and build professional capacity.

2011 Theme: Transformations in Marketing – Socialize. Mobilize. Revolutionize.

Marketing is going through a metamorphosis that is necessitating a change in how we think, operate and behave. Traditional marketing and communications are converging with new media and all must be seamless, integrated, and transparent to multiple audiences at many touch points.

The new landscape is fundamentally changing how we socialize with each other, how we mobilize our audiences and revolutionizing our marketing and communication strategies. How do we embrace this new reality and ensure our marketing and communications achieve a symbiotic relationship? How do we leverage mass collaboration in content creation? How do we measure our efforts in these new environments? How do we keep our organizational brands authentic and relevant? Let's spread our wings together as we explore **Transformations in Marketing**.

Is MARCOM for me?

MARCOM is a targeted educational opportunity for managers and service delivery professionals from functional areas such as marketing, communications, community outreach, program management, social media marketing, web development, partnership development, revenue development, client services and social marketing. It's intended for Directors, Managers, Advisors and Officers who work in federal, provincial, municipal governments, crown corporations / agencies, special operating agencies, sector councils, associations and non-profit organizations, responsible for all stages of marketing and communications initiatives from strategy, design and development to implementation, management, measurement and evaluation.

What is my Investment?

Professional Development menu	Public Sector	Associations & Non-Profits	Private Sector
2-Day Forum Pass June 1 & 2	\$795.00	\$695.00	\$895.00
Early Bird: Save \$100	\$695.00	\$595.00	\$795.00
3-Day Package – May 31, June 1 & 2	\$1,220.00	\$1,120.00	\$1,320.00
Early Bird: Save \$200	\$1,020.00	\$920.00	\$1,120.00
Intensive Workshop May 31	\$545.00	\$495.00	\$595.00
Early Bird: Save \$50	\$495.00	\$445.00	\$545.00
1-Day Forum Pass June 1 or 2	\$545.00	\$495.00	\$595.00
Early Bird: Save \$50	\$495.00	\$445.00	\$545.00

Pricing is exclusive of HST **EARLY BIRD DEADLINE: APRIL 15, 2011**. Register 3 or more from the same organization at the same time for 2-Day Forum or 3-Day Package and receive an additional \$50.00 discount per person!

Where to Stay

Official Hotel: [The Novotel Ottawa](#)
 Forum Rate: \$165.00+HST single/
 double occupancy (Until May 13, 2011)

Booking Code: 16454
 Group Name: MARCOM 2011

Visit www.marcom.ca "Accommodation" to access personalized booking site.

May 31 – Intensive Workshops (Choose 1)

These one-day workshops will leave you with in-depth skills and actionable education.



Strategic Social Media Engagement

Mike Kujawski
 Vice President, Strategic Marketing and Digital Engagement, CEPSM



Message Engineering Strategies

Josef Jurkovic
 Partner and Director, CEC



Developing a Business Model That Helps You Thrive – not just Exist!

Bernie Colterman
 Managing Partner, CEPSM



Social Marketing Planning: Implementing an Effective Campaign

Jim Mintz
 Managing Partner, CEPSM

Register on or before April 15, 2011 to enjoy Early Bird Savings!

June 1 & 2 – Professional Development Annual Forum

JUNE 2 KEYNOTE PANEL:

Leading the Marketing Charge Panel for Government

Moderator: **Denis Tessier** | Manager, Advertising and Partnerships, Public Works and Government Services Canada

Panelists: **Jane Hazel** | Director General, Health Canada

Denise Amyot | President and CEO, Canada Science and Technology Museum Corporation

3rd Panelist TBA.

JUNE 2 KEYNOTE PANEL: Leading the Marketing Charge for Associations and Non-Profit Organizations

Moderator: **Bernie Colterman** | Managing Partner, Centre of Excellence for Public Sector Marketing

Panelists: **Stephen Harding** | Executive Director, Development, Canadian Blood Services

Other Panelists TBA.

A Marketing Culture Complements the Communications Function: How to design and implement a Marketing Development Program to foster learning, culture transformation and staff retention for long-term results

Karen Dufton | Senior Director General, Marketing Directorate, Service Canada

21st Century Email Marketing

Christopher Penn | Vice President, Strategy and Innovation, Blue Sky Factory

Media Relations Meets Social Media: Threats and Opportunities

Bernard Gauthier, MA | CEO, Delta Media

Breakthrough Non-Profit Branding: Seven Principles to Power Extraordinary Results

Jocelyne Daw | Founder and President, JS Daw and Associates

The Mobile Citizen and the Impulse Economy

Gary Schwartz | CEO, Impact Mobile

I Know What Ad You Saw! Measuring Campaign Performance in the Digital Age

Alex Langshur | Founder & CEO, PublicInsite

1+1=3 Achieve More with Less *By Partnering*

André-Marc Allain | Director, Marketing and Communications, Financial Consumer Agency of Canada

Sandi Howell | Provincial Coordinator, Essential Skills & PLAR, Manitoba Entrepreneurship, Training and Trade, Government of Manitoba

Rhonda Fernandes | Manager, Program Design and Partnerships, Human Resources and Skills Development Canada

Adrian Cloete | Manager, Corporate Web, Human Resources and Skills Development Canada

Closing Plenary Panel: Top 5 Transformations in Marketing that Affect Your Job

Moderator: **Mike Kujawski** | Vice President, Strategic Marketing and Digital Engagement, CEPMSM

Panelists: **Tom Gierasimczuk** | Editor-in-Chief, Marketing

Sandra Markus | President, IABC Ottawa

Hubert Sacy | Principal Partner, Strategic Planning, BBR

Best Practices for Branding in the Public Sector: Avoiding the Pitfalls and Learning from Others

Josef Jurkovic | Partner and Director, The Centre for Excellence in Communications

Jim Mintz | Managing Partner, Centre of Excellence for Public Sector Marketing

Disrupting the Culture: How Social Media can be used to embrace organizational change, drive engagement and innovation

Nicholas Charney | Policy Analyst, Federal Relations and Issues Management, Indian and Northern Affairs

Ontario's Mumps Catch-up Vaccination Campaign: How a strategic approach to integrated social marketing and an outrageous viral marketing campaign got 30,000 kids to line up for shots

Dennis Edell | CEO, Rain43

Yvette Thornley | Assistant Director of Communications, Ontario Ministry of Health and Long-Term Care

Listen, Engage, Collaborate: The Power of Crowdsourcing from an Internal Perspective

Pierre Bisson | Manager, Marketing Services, Marketing Directorate, Service Canada

Jon Juane | Marketing Officer, Marketing Directorate, Service Canada

Risk Communications: How a strategic approach can help you manage risk

Élaine Chatigny | Director General, Communications, Public Health Agency of Canada

Social Media for Social Change

Keenan Wellar | CEO, LiveWorkPlay

Stacey Diffin-Lafleur | Senior Director, Marketing and Communications, United Way Canada

Launching an Effective Member Loyalty Program

Edward Gillis | Chief Operating Officer and Executive Secretary, Professional Institute for the Public Service of Canada

Andrew Gize | Program Development Officer, PIPSC

Social Media Listening: Getting Closer to the Voice of Your Audience

Allan Gates | Director, PR, Radian6

NEW: Rapid-Fire Solutions

Find out about marketing solutions you never knew were available and how they can help you do your job more effectively. Attend this important plenary session where top solutions providers will tell you in five minutes about a key marketing solution. Then, visit the trade show to ask more about the services that were most meaningful to you.



MAY/JUNE						
Su	M	Tu	W	Th	F	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	1	2

Mark Your Calendar Today

MARCOM will transform your thinking!

June 1 Opening Keynote

In the Social Web, We Are All Brand Managers

Brian Solis, Principal, FutureWorks
Blog: <http://www.briansolis.com/>

“Our investment in social media earns its largest dividends when intent and purpose meet personification and engagement.”



- According to his Klout score (an overall measure of your online influence) **Brian Solis is as influential and connected as you get!** All the way from Silicon Valley, California, Brian Solis will explain how your digital identity defines who you are, how your online reputation precedes you and how everything we create and share online is open to public discovery, interpretation and feedback.
- *Learn how to strategically cultivate your personal and organizational brands for maximum impact.*

Thanks to the Partners of MARCOM 2011

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