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CMA/ACM

CHAPITRE OTTAWA
OTTAWA CHAPTER



CMA Ottawa
Invites you to a luncheon on
Tuesday, March 30th, 2010

Amanda Maltby
Canada Post Corporation

Privacy in 2010:
Opportunity, Challenge & Responsibility
In an Age of Social Media – Why Should I Care?

Businesses face continuous privacy challenges as technology pushes the boundaries and the web provides access to more and more information. Social networks have broken down barriers to greater information sharing and the line is blurred between what's private and what isn't. Is it possible for businesses to meet customer expectations and their privacy obligations while staying ahead of the curve in a tough economic environment; especially when the appetite to collect and use data increases? Come and discover how businesses can anticipate the shifting behaviour and expectations of consumers.

Amanda Maltby

Amanda Maltby is the General Manager, Privacy Leader at Canada Post Corporation where she is responsible for all matters related to privacy and data management practices. With twenty years experience in the public affairs field, Amanda has become one of Canada's leading experts on regulatory and privacy issues impacting marketing and business generally. Amanda will speak about a range of privacy issues and challenges and ideas on the key strategies to develop now.

When: Tuesday, March 30th, 2010 from 11:45 a.m. to 2:15 p.m.

Where: Hampton Inn and Conference Centre, 100 Coventry Rd, Ottawa

Cost: \$40.00 for CMA members, \$55.00 for non-members

Plenty of free parking (Includes lunch, coffee, dessert, and a great opportunity to network with many other local marketing professionals.)



ATTEND FOR A CHANCE TO WIN ~~~~~ TWO (2) VIA RAIL TICKETS ~~~~

Presented by Canadian Marketing Association – Ottawa Chapter. The CMA hosts monthly networking and educational luncheons and seminars throughout the year. The CMA is a place of dynamic exchange among direct, interactive and customer contact marketing users, creators, managers and suppliers.

Please see reverse for registration form

Please register me for:
PRIVACY in 2010

Amanda Maltby, Canada Post Corporation

Tuesday, March 30, 2010 – 11:45 a.m. to 2:15 p.m. @
Hampton Inn & Conference Centre, 100 Coventry Rd, Ottawa, Ontario

Name: _____

Co. Name: _____

Address: _____

E-mail _____ Telephone _____

Please list all attendees in your party with email addresses

Please indicate food allergies/restrictions: _____

I heard about this event: • OBJ Ad • CMA Website • Mail • Email

CMA Members: \$ 40.00

Non - Members: \$ 55.00

Please reserve: _____ seats _____ member(s) _____ non-member(s)

• VISA

• Mastercard

Total \$ _____

Card # _____ Expiry date _____

Signature _____

Become a member of the CMA Ottawa Chapter and take advantage of the many benefits of membership, including reduced luncheon costs. If you are interested, please check the box below and someone will contact you.

- ***I am interested in becoming a member of the CMA Ottawa Chapter.***

Please RSVP by Wednesday, March 24, 2010

By FAX (613) 248-4667 or by EMAIL: info@cmaottawa.com

Limited attendance. Registration is on a first come-first served basis.

If you are unable to attend please send someone else in your place.

No shows will be invoiced.



For a list of upcoming events visit: www.cmaottawa.com