

CANADIAN  
MARKETING  
ASSOCIATION  
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CMA|ACM

CHAPITRE OTTAWA  
OTTAWA CHAPTER



**CMA Ottawa**  
**Invites you to a luncheon on**  
**Tuesday, November 24, 2009**

**Lisa Larter**  
**President, Lisa Larter Group**

**Using Social Media to Build Relationships,  
Increase Sales and Solve Problems**

**Using Social Media to Build Relationships, Increase Sales and Solve Problems**

If you are struggling to figure out just how powerful Social Media can be for your business and how to use as a lever to increase sales, this session is for you. Lisa will teach you how to leverage new and existing relationships with clients and position yourself as an industry expert that all your friends, fans and followers love to talk about. Learn how Social Media is changing the way we market and why you really must pay attention to this trend now.

**Lisa Larter, President of the Lisa Larter Group**

Lisa is known for being a retail subject matter expert who is passionate about creating outstanding client experiences while maximizing sales and profits by leveraging social media as a relationship tool, keen attention to detail and implementation of successful systems.

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**When:** Tuesday, November 24th, 2009 from 11:45 a.m. to 2:15 p.m.

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

**Cost:** \$ 35.00 for CMA members, \$ 50.00 for non-members

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

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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:  
**Using Social Media to Build Relationships,  
Increase Sales and Solve Problems**

**Lisa Larter President, Lisa Larter Group**

Tuesday, November 24, 2009 – 11:45 a.m. to 2:15 p.m. @  
Hampton Inn & Conference Centre, 100 Coventry Rd, Ottawa, Ontario

Name: \_\_\_\_\_

Co. Name: \_\_\_\_\_

City \_\_\_\_\_ Province \_\_\_\_\_ Postal code \_\_\_\_\_

E-mail \_\_\_\_\_ Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Please list all attendees in your party:  
\_\_\_\_\_

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

<b>CMA Members: \$ 35.00</b>	<b>Non - Members: \$ 50.00</b>
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Please reserve:    \_\_\_\_\_ seats    \_\_\_\_\_ member(s)    \_\_\_\_\_ non-member(s)

Total \$ \_\_\_\_\_

VISA    Mastercard

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 to FAX (613) 248-4667  
EMAIL: [info@cmaottawa.com](mailto: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](http://www.cmaottawa.com)