



***CMA Ottawa invites you to a luncheon on
Tuesday, January 31st, 2012***

**A case study of one of
Ottawa's most successful fundraising programs:
Dream of a Lifetime Lottery**

with

**Kevin Keohane
Chief Operating Officer, CHEO Foundation**

The Children's Hospital of Eastern Ontario is one of this region's most cherished institutions and it enjoys widespread support across the communities it serves. Each year, the team at the CHEO Foundation manage a number of multi-faceted, integrated marketing campaigns to support fundraising efforts on a variety of different fronts. The Foundation's single-largest fundraising campaign, and perhaps its best known, is in support of CHEO's Dream of a Lifetime Lottery which recently celebrated its most successful year to date with a complete sell-out of 63,000 tickets. Kevin will provide an inside look at the work that goes on behind the scenes and outline the important role that is played by CHEO's media partners who contribute so greatly to the Foundation's success.

Kevin Keohane is Chief Operating Officer for the Children's Hospital of Eastern Ontario Foundation and his areas of responsibility include lotteries, corporate development, major gifts, planned giving as well as marketing and communications. Kevin joined the CHEO Foundation in September 2001 as Vice President, Development & Corporate Relations following a 20 year career at the Ottawa Citizen.

When: Tuesday, January 31st, 2012 from 11:15 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, \$240.00 for Table Rate

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

Event 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:
A case study of one of Ottawa's most successful fundraising programs

Kevin Keohane
Chief Operating Officer, CHEO Foundation
Tuesday, January 31st, 2012 – 11:15 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

Name _____ Email _____

Name _____ Email _____

Name _____ Email _____

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

Please indicate food allergies/restrictions: _____

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

CMA Members: \$40.00, Table Rate: \$240, Non - Members: \$55.00

**REGISTER AND PAY
ONLINE**

www.CMAOttawa.com

VISA MASTERCARD

Total \$ _____ Expiry Date ____ ____

Card # _____

Name as it appears on Card: _____

Signature: _____

Receipt to be made out to: _____

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, January 25, 2012

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.

