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OTTAWA CHAPTER



CMA Ottawa
Invites you to a luncheon on
Tuesday, April 21, 2009

Andrew Milne - BV02 Inc.
Leveraging Social Media to Address Business
and Communication Goals

Social Media is the buzz term that hangs on the lips of most Marketing and Communication personnel. Facebook, LinkedIn, Twitter and YouTube are the places to be and the tools to use. But why? And even more pressing, how? How can these new tools be effectively and strategically leveraged to address business and communication goals? What should it cost? How long should it take? Where do you begin? Andrew Milne of bv02 inc. will outline how to effectively develop and deploy social media strategies for audiences ranging from 6 to 60 years of age.

Andrew Milne, Founder & Partner at bv02 inc.

Andrew is a sought after social media strategist, particularly with cultural and educational institutions in Canada. His company, **bv02** is an award winning Digital Marketing boutique that specializes in E-business Strategy, Web Development and Social Media Marketing.

Prior to starting bv02 inc. in 2001, Andrew was a Regional Vice President for nurun, Canada's largest Internet solutions company, and served as the Marketing and Strategy Director for companies such as MetLife, digIT Interactive and Kplus Solutions. His portfolio of clients at bv02 is diverse, ranging from the National Gallery of Canada and McGill University to local retail star Magpie Jewellery. To find out more about Andrew Milne and bv02 visit: www.bv02.com

When: Tuesday, April 21st, 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.)

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:
Leveraging Social Media to Address Business and Communication Goals

Andrew Milne – bv02

Tuesday, April 21, 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

CMA Members: \$ 35.00	Non - Members: \$ 50.00
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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 to Joanne Thurlbeck FAX (613) 590-1413
EMAIL: jothurlbeck@rogers.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.



<http://www.cmaottawa.com/sponsors.html> - #



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