



Harnessing the Web: From Passive Marketing to Web Commerce

with

Ron Smith Executive Vice President and Chief Privacy Officer and
Martin Campbell - Manager, Web Commerce
CAA North & East Ontario

The presentation lays out CAA's Strategy for developing a Web Marketing and Communication focus and explains how that strategy was implemented. Ron Smith and Martin Campbell will cover the challenges they faced, the CAA accountability principle, and the planning and execution phases through launch. The tactical features of the new communication website will also be laid out including E-Store, E-billing, Direct Marketing support using codes in the Promo Response Tracking (PRT), and segmented e-letters for Club, Travel, Youth and other specialty lines. Search Engine Optimization (SEO) and Search Engine Marketing (SEM) methodologies will be also described, including paid placements and benchmarks for success corresponding with CAA's standards for performance.

Ron Smith, Executive Vice President and Chief Privacy Officer

A 35-year sales and marketing professional, Ron has worked in the retail, public and association sectors. Educated in Canada and the U.S., he spent 26 years in radio, television and satellite broadcasting as a writer, producer, and talent. In addition to his current position with CAA North & East Ontario, his three careers also include stints as President and Chief Executive Officer at CAA, and Vice President and General Manager of Pelmorex Communications Mississauga. Ron and his wife Nancy are proud grandparents living in Stittsville for the past 11 years.

Martin Campbell - Manager, Web Commerce CAA North & East Ontario

Martin has over 18 years experience in project/product management using high technology in the private and public sector, including two U.S.-based corporate acquisitions involving both pre-IPO and publicly traded companies. He has had extensive exposure to complex customer and partner projects, with successful solutions provided for Cisco Systems, Yahoo!, Waterhouse Securities, Siemens, Intuit, CBS and the National Research Council of Canada.

When: Tuesday January 29th 2008 from 11:45 a.m. to 2:15 p.m.

Where: Hampton Inn – 200 Coventry Road, Ottawa ON

Cost: \$ 35.00 for CMA members, \$ 45.00 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:

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Hampton Inn Conference Centre, 200 Coventry Rd, Ottawa, ON

Name: _____

Co. Name: _____

City _____ Province _____ Postal code _____

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Please list all attendees in your party: _____

CMA Members: \$ 35.00

Non - Members: \$ 45.00

Please reserve: _____ seats _____ members _____ non-members

Visa MasterCard Total \$ _____

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Signature _____

Please RSVP to Joanne Thurlbeck

Fax (613) 248-4667 E-mail: joanne.thurlbeck@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.

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Why not 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 indicate below and someone will contact you.

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