

**CMA Ottawa invites you to a luncheon on
Tuesday, January 27, 2009**

**Top 10 Free Tools for
Social Media Monitoring
*with***

Mike Kujawski, Strategist

Centre of Excellence for Public Sector Marketing

We live in an era where there are millions of social media conversations happening online every day. How can you keep track of what is being said? How do you participate in these discussions? Mike Kujawski will present the 10 most effective free tools for keeping track of online chatter relevant to your organization or initiative. Learn how you can increase your organization's awareness of the conversation taking place beyond traditional media spectrum. Get ready to dive into the new world of immediate response and citizen/customer engagement; be careful, it's addictive!

Speaker: Mike Kujawski is an enthusiastic marketing professional, business strategist and entrepreneur with a passion for leveraging new digital marketing technologies and trends. In 2005, Mike helped launch the [Centre of Excellence for Public Sector Marketing \(CEPSM\)](#), where he is now the lead Project Manager and Strategist. His most recent tasks at CEPSM have involved the development of comprehensive marketing strategies for the Department of National Defence, the Public Service Commission and the City of Burlington.

When: Tuesday, January 27th, 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:

Top 10 Free Tools for Social Media Monitoring

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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:

CMA Members: \$ 35.00 Non - Members: \$ 50.00

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 to Joanne Thurlbeck FAX (613) 248-4667

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.



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