



Get the Most from your Marketing: Simple & Smart Marketing Analytics

With Pavla Selepova, President, MiroMetrica Inc.
March 25, 2008

- Does trendy marketing lingo leave you scratching your head?
- Do your customer reports fail to answer your basic marketing questions?
- Is your customer data held hostage by the IT department?

Get help to find real-life solutions to these problems and many more like them.

This presentation will let you take home 10 simple practical ideas that will help you take control, find the useful nuggets of insight in the flood of customer data, and direct your marketing dollar where it matters the most – to your company's bottom line.

Pavla Selepova is a senior executive with a nineteen-year track record of helping companies succeed by learning more about their own customers. She specializes in innovative techniques for Customer Management and software applications that focus on customer knowledge, process and resource optimization. Pavla is President of MiroMetrica Inc., a marketing analytics consultancy, where she facilitates practical and knowledge-based customer strategies for complex and geographically dispersed clients. Her previous positions include Vice President of Program Management at Bell Canada and Vice President of Customer Relationship Management for GotMarketing, where she deployed Internet based customer management techniques in growing the corporate customer base six-fold.



When: Tuesday, March 25 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.

I'd like to reserve now for the CMA luncheon
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Name: _____

Co. Name: _____

City _____ Province _____ Postal code _____

E-mail _____ Telephone _____ Fax _____

Please list all attendees in your party:

CMA Members: \$ 15.00	Non - Members: \$ 50.00
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Note: Each paid member is invited to bring one guest at the \$15 rate.

Please reserve: _____ seats _____ members _____ non-members

Visa MasterCard Total \$ _____

Card # _____ Expiry date _____

Signature _____ Name for receipt: _____

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.

Visit our web site at: www.cmaottawa.com

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.

I am interested in becoming a member of the CMA Ottawa Chapter.



**We imprint your company
on people's minds**