

CANADIAN
MARKETING
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CMA/ACM

CHAPITRE OTTAWA
OTTAWA CHAPTER



**CMA Ottawa invites you to a luncheon on
Tuesday, March 31, 2009**

**Jeff Kyle - Vice President, Marketing
Ottawa Senators and Scotiabank Place
Marketing in Tough Economic Times**

Marketing can be a particularly difficult challenge during tough economic times. Then add to that challenge a premium entertainment as offered by the Ottawa Senators and the various entertainment events hosted at Scotiabank Place. Jeff will share with us some of the strategies and innovative ideas that this organization has undertaken in order to ride out this economic storm.

Jeff Kyle was promoted to Vice President, Marketing of the Ottawa Senators and Scotiabank Place in August of 2002. Jeff Kyle has been Vice President, Marketing of Senators Sports & Entertainment since August of 2002. Prior to this appointment, Kyle was Vice President, Ticketing, a post he held since 1993. As Vice President, Marketing, he is tasked with providing overall marketing direction for the team and building including advertising, promotions, merchandise sales, game presentation and fan and community development programs.

When: Tuesday, March 31st, 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:
Marketing in Tough Economic Times
Jeff Kyle - Ottawa Senators and Scotiabank Place

Tuesday, March 31, 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.



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