

CANADIAN  
MARKETING  
ASSOCIATION  
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DU MARKETING

**CMA/ACM**

CHAPITRE OTTAWA  
OTTAWA CHAPTER

**CMA Ottawa invites you to a luncheon on  
Tuesday, October 28, 2008**

**Secrets to Effective Internet Marketing**  
*With*  
**Kelly Kubrick, Principal**  
**Online Authority**

Don't miss this unique opportunity to learn how the changing landscape of Internet marketing could affect your planning for next year. Some of the areas Kelly will discuss include:

- Proven Internet tactics that should be part of every marketing campaign
- How online video can help close deals faster
- Why the web needs a completely different approach than print campaigns
- Learning from the Yellow Pages

**Kelly Kubrick, owner of Online Authority is an Internet marketing consultant with over 50 clients throughout North America.** She is the former Director of eCommerce Development with Time Warner's publishing division in New York.

Kelly has fifteen years of hands-on experience having overseen the planning, development and launch of over 60 websites including Style, Fortune, Entertainment Weekly and Real Simple.

Here is your chance to boost your web marketing results for 2009.

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**When:** Tuesday, October 28<sup>th</sup>, 2008 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 Secrets to Effective Internet Marketing

With

Kelly Kubrick, Principal, Online Authority

Tuesday, October 28<sup>th</sup>, 2008 – 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:

\_\_\_\_\_

**CMA Members: \$ 35.00**

**Non - Members: \$ 50.00**

Please reserve: \_\_\_\_\_ seats \_\_\_\_\_ members \_\_\_\_\_ non-members

VISA

Mastercard

Total \$ \_\_\_\_\_

Card # \_\_\_\_\_ Expiry date \_\_\_\_\_

Signature \_\_\_\_\_

*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.*

**Please RSVP to Joanne Thurlbeck FAX (613) 248-4667**

**EMAIL: [jothurlbeck@rogers.com](mailto: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. Visit our web site at: [www.cmaottawa.com](http://www.cmaottawa.com)

