

Canada's *only* marketing and communications conference developed *exclusively* for the non-profit and public sectors.

June 6 & 7, 2018  
Shaw Centre Ottawa

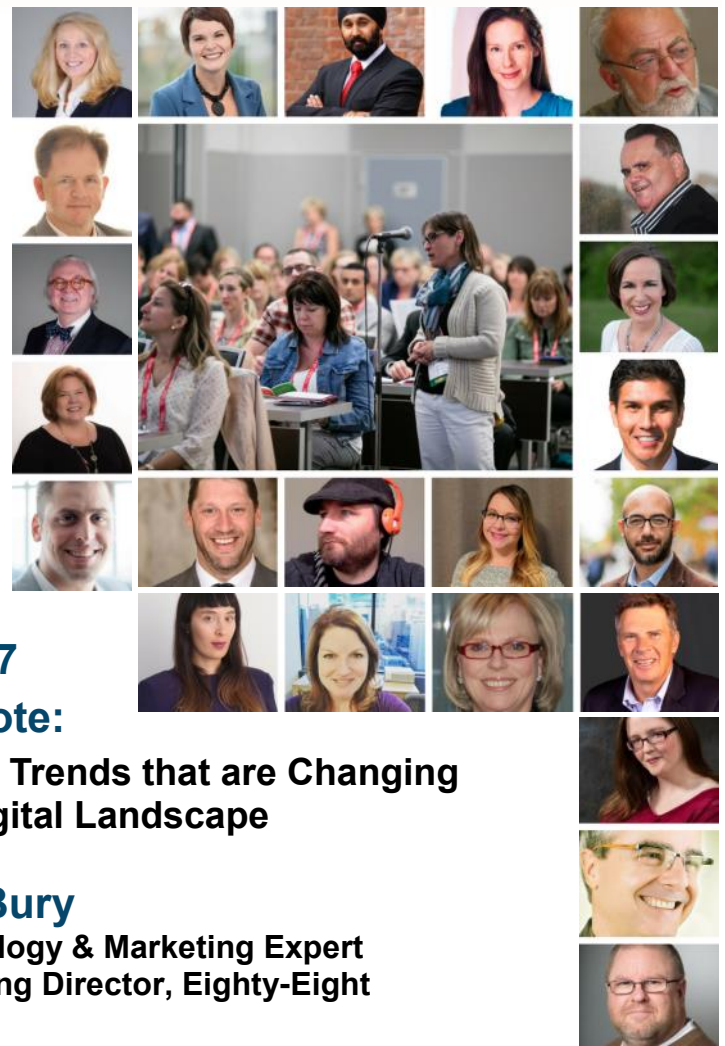
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20 Years   
**MARCOM**  
ANNUAL CONFERENCE



**June 7**

**Keynote:**

**5 Tech Trends that are Changing  
the Digital Landscape**

**Erin Bury**

**Technology & Marketing Expert  
Managing Director, Eighty-Eight**

- Build your professional competencies and your organization's leadership capacity
- Respond more effectively to ever-changing internal and external landscapes
- Hear real-world case studies from inception to implementation to results
- Understand the latest digital trends to optimize engagement and your online presence

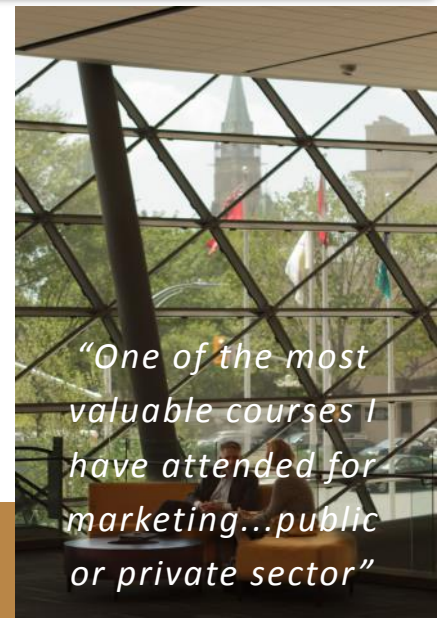
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## Conference focus:

As producers of MARCOM, CEP SM’s mission is to advance the marketing and communications disciplines in the non-profit and public sectors. This learning forum is just one of the many ways that we at CEP SM strive to move this mission forward. CEP SM’s mantra is “**Strategy before Tactics**”, which serves as the overarching theme and focus for the content at MARCOM. Marketing must be strategic, research-driven, outcome-based and user-centric. We’ll cover content that reflects the rapid innovation and disruption in the marketing and communications fields. Our program will be delivered by a faculty of passionate, inspiring professionals.

### Is MARCOM for Me?

MARCOM Annual Conference is a targeted educational opportunity for your whole organization. For managers and service delivery professionals from functional areas such as marketing, communications, community outreach, program management, social media marketing, web development, partnership development, revenue development, client services, policy development and social marketing.



### What’s the Investment?

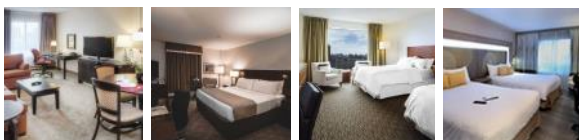
Investment HST extra	On or Before April 23	April 24 Onward
June 6 & 7*	\$795	\$925
* 3 or more	Reduce by 10%	Reduce by 5%
June 6 or 7	\$550	\$625
Students 2-Day	\$595	\$595
Students 1-Day	\$442	\$442

### Where to Stay?

We have made special arrangements with the following hotels at preferred rates. We encourage you to book your rooms as early as possible. See our website for cutoff deadlines for rates.

Lord Elgin: \$229 + Taxes      Westin: \$275 + Taxes  
Les Suites: \$209 + Taxes      Novotel: \$199 + Taxes

See full details at [MARCOM.ca/hotels](http://MARCOM.ca/hotels)



## Training Workshops—June 6

Choose 1 @ Full-Day or 2 @ Half-Day Workshops

**Full-Day Workshops: 8:45 a.m.—4:00 p.m.**

**Workshop 1: Strategic Social Media Engagement**

Mike Kujawski, Managing Partner, CEP SM

**Workshop 2: Intro to Social Marketing Planning for Attitude and Behaviour Change**

Jim Mintz, Managing Partner, CEP SM

**1/2-Day Workshops: 9:00 a.m.— 12:00 p.m.**

**Workshop 3: Making Meaning—How to Create Content that Speaks to People**

Susan Murphy, Partner & Content Specialist, Jester

**Workshop 4: How to Create Awesome Meetings (10-Step Process)**

Gord Sheppard, Trainer, Create Awesome Meetings / Succession Managers Inc.

**Workshop 5: Performance Metrics: Setting Objectives and Measuring Success...**

Paul Dombowsky, Consumer Insights Manager, Canadian Real Estate Association

**Workshop 6: The Brand Bubble**

Andrew Arntfield, President, Field Day Inc.

**1/2-Day Workshops: 1:00—4:00 p.m.**

**Workshop 7: How to Use Video to Tell Your Story**

Susan Murphy, Partner & Content Specialist, Jester

**Workshop 8: Getting Your Message Across in a Disruptive World Through the Media**

Barry McLoughlin, B.A., M.P.A., Senior Partner, TransformLeaders.ca

Laura Peck, B.A., B-Ed., Senior Partner, TransformLeaders.ca

**Workshop 9: Crash Course to Thinking like a Designer**

Mitch Canter, Chief Creative Mercenary, Mitch Canter

**Workshop 10: TBA**

**MARCOM Social—Join us from 4:00—5:00 p.m.**

**and get to know your fellow attendees!**



For full details visit [MARCOM.ca](http://MARCOM.ca) and Register Online Today!

# MARCOM Annual Conference—June 7

Remember your Session numbers when you register online. You may make adjustments to your selections by contacting us prior to May 18. Register for the full conference as a group of 3 or more for additional savings.

Time	Session
7:30—8:10	Registration—Rideau Canal Alcove—Continental Breakfast / Meet and Greet
8:15—8:30	<b>Welcome and Opening Remarks</b> —Claire Mills, Director, MARCOM Annual Conference
8:30—9:45	<b>Keynote: 5 Tech Trends that are Changing the Digital Landscape</b> —Erin Bury, Technology & Marketing Expert
9:45—10:00	Refreshment Break
10:00—11:00	<p><b>Session 1: Leveraging Social Channels to Create Conversations: Facebook, Twitter, LinkedIn, Instagram Branding</b> Jonathan Simon, Digital Marketing Consultant and Professor, Telfer School of Management, University of Ottawa</p> <p><b>Session 2: Style &amp; Simplicity: how plain language attracts and engages your stakeholders</b> Nicole d’Entremont, Founder, Plainly Speaking</p> <p><b>Session 3: Employer Branding—Putting Money in the “Trust” Bank</b> Jim Mintz, Managing Partner, CEPSC   Joseph Jurkovic, Managing Director, CEC</p>
11:00—11:10	Nature Break and Find your Next Session
11:10—12:10	<p><b>Session 4: The Changing Face of Canada. The Changing Needs of Canadians.</b> Bobby Sahni, Partner and Co-Founder, Ethnicity &amp; Multicultural Marketing &amp; Advertising</p> <p><b>Session 5: Digital Content Marketing Strategy, case study of Elizz, powered by Saint Elizabeth Health Care</b> Victoria Larson, Director, Brand Experience, Saint Elizabeth Health Care and Elizz</p> <p><b>Session 6: Reaching Youth through Innovative Social Marketing—Don’t Drive High Campaign</b> Kevin Miller, Communications Manager, Marketing, Public Safety Canada</p>
12:10—1:15	<b>Social Lunch</b> —Meet a new MARCOM community member
1:15—2:30	<p><b>Peer-2-Peer Roundtables—Sponsored by Nexalogy</b></p> <p><b>Table 1:</b> Storytelling—Tips &amp; Tricks to Sniff Out Great Content in Your Organization   <b>Holly Bridges</b>, Blossom Content</p> <p><b>Table 2:</b> How to Build Your Digital Dream Team   <b>Sherrilynne Starkie</b>, Digital Communications Consulting</p> <p><b>Table 3:</b> Let’s Go Down the Rabbit Hole—Digital Analysis 101   <b>May-Jun McGrath</b>, Instantpot</p> <p><b>Table 4:</b> Changing Face of Canada: What’s Your Multicultural Strategy?   <b>Bobby Sahni</b>, Ethnicity Multicultural Marketing</p> <p><b>Table 5:</b> The Truth About Meetings   <b>Gord Sheppard</b>, Create Awesome Meetings / Succession Managers Inc.</p> <p><b>Table 6:</b> Embedding Social Media in your Organization’s DNA   <b>Anne MacLachlan</b>, Ontario Parks</p> <p><b>Table 7:</b> Topic to come   Nexalogy</p> <p><b>Table 8:</b></p> <p><b>Table 9:</b></p>
2:30—2:40	<b>Nature Break</b> —10 minutes only!
2:40—3:40	<p><b>Session 7: From Marathons to Sprints: How MarCom can Adapt to an Agile Environment</b> Tanya O’Callaghan, Senior Manager, Communications, Canadian Internet Registration Authority</p> <p><b>Sessions 8: Level Up Your Marketing using Gamification to Enhance Your Marketing Campaigns</b> Mitch Canter, Chief Creative Mercenary, Mitch Canter</p> <p><b>Session 9: Integrating Multiple Sources of Data to Enhance Client Insight</b> Nader Shureih, Consultant, Public Sector, Environics Analytics Lindsay Pearson, Communications Officer, Employment and Social Development Canada</p>
3:45—4:30	<b>Closing Plenary</b> —to be announced
4:30	<b>Closing Remarks</b>



Be an Early Bird: Register by April 23 and save in groups!

MARCOM Annual Conference is made possible through the generous support of the following strategic alliances and sponsors



## Centre of Excellence for Public Sector Marketing

Strategy before Tactics

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