

## How CMAs Can Use Marketing and Social Media to Their Advantage

### Obtain Insights On

- The essential elements of marketing and how they apply to all types of organizations
- Different ways to use marketing to build a business
- What you need to know about social media

Professionals that are serious about mastering essential elements of marketing and social media to advance their careers and business should not miss this opportunity. CMA Ontario's Eastern Ontario District invites you to take part in this evening of fun.

### About the Speaker

**Tim Redpath, BSc, MBA** is the immediate past Chair of the Ottawa Chamber of Commerce. Tim is President and founder of Train of Thoughts, an Ottawa-based strategic marketing consulting firm that offers counsel and action in the areas of strategic planning, marketing audits, market development and communications. He has over 25 years of marketing experience, working on projects that build corporate awareness, transform organizational marketing effectiveness, generate new business opportunities and plan and structure corporate marketing operations. He earned his MBA from Thames Valley University in the UK and a BSc Honours degree from the University of Birmingham. He is a part-time lecturer at the Sprott School of Business, Carleton University. Tim lives in Ottawa with his family and is active in the local community through Scouts Canada as a Venturer advisor, as well as being a soccer coach and a hockey trainer.



Looking forward to seeing you on March 17<sup>th</sup>!

### Date:

Thursday, March 17<sup>th</sup>, 2011

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Eastern Ontario District

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RECRUITMENT

Click on the following link to view our Provincial-Level Sponsors:  
[www.cmaontario.org/membernetwork](http://www.cmaontario.org/membernetwork)

**Location:**

Hellenic Centre  
1315 Prince of Wales Drive  
Ottawa, ON K2C 1N2  
613-225-8017

**Time:**

5:30 p.m. – Registration  
6:00 p.m. – Dinner  
6:45 p.m. – Presentation

**Dinner:**

Your choice of Chicken Supreme or Sirloin Roast or Vegetarian Lasagne served with roasted potatoes and seasonal vegetables, bread rolls and butter, salad and dessert and coffee. Please specify your entrée preference when registering.

**Cost:**

\$45.00 plus HST – Members  
\$50.00 plus HST – Non-Members

**REGISTRATION:**

To register online please visit the CMA Ontario Member Portal at <http://members.cma-ontario.org>.

To register by email or fax please complete the form below and send to fax number 416-977-1365 or [membernetnetwork@cmaontario.org](mailto:membernetnetwork@cmaontario.org).

Guests (non-members) may register by email or fax by completing the form below and sending to fax number 416-977-1365 of [membernetnetwork@cmaontario.org](mailto:membernetnetwork@cmaontario.org).

**CPLD:**

3 Credits

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**REGISTRATION NOTICE**

Please fax your registration form to 416-977-1365 or scan/e-mail it to [membernetnetwork@cmaontario.org](mailto:membernetnetwork@cmaontario.org).  
General Inquiries: 416-204-3140 or (800) 387-2991 ext. 140

**How CMAs Can Use Marketing and Social Media to Their Advantage  
Thursday, March 17, 2010**

Name: \_\_\_\_\_ I am a Member:  I am a guest (non-member):

Member #: \_\_\_\_\_ Tel: \_\_\_\_\_

Credit Card (Visa/MasterCard/Amex): \_\_\_\_\_ Expiry Date: \_\_\_\_\_

Signature: \_\_\_\_\_ Dinner Selection: \_\_\_\_\_

**No Cancellations after March 10, 2011.**

For a complete listing of District and Member Network events please visit [www.cmaontario.org/events](http://www.cmaontario.org/events).

Visit [www.myCMAcommunity.com](http://www.myCMAcommunity.com) to discuss the latest business trends and share insights and best practices in management accounting with fellow Certified Members and Candidates.

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