

A CUT ABOVE — 2016 BEST OF CAMA SPEAKER SERIES



Join us for the 2016 Best of CAMA speaker series featuring some of the best marketing minds in Canada — or anywhere for that matter. This incredibly diverse group of innovative communication experts will share their personal experiences and provide keen insights on today's marketing world.

The Event

Friday, November 4, 2016 (9:00 a.m. – 3:00 p.m. with lunch-break)
Wildrose North, Sheraton Eau Claire Hotel, Calgary
Registration Fee: \$95 (plus GST)



Joni Avram, Principle, Cause & Effect Marketing

A lawyer by training, with a background in politics and public affairs, Joni is the principal of Cause & Effect Marketing. Her diverse experience includes Yellow Pages Canada's Shop Local Movement, BIXSco Inc. (Viewtrak Technologies' partnership with the Canadian Cattlemen's Association) and the philanthropic and entrepreneurial efforts of Brett Wilson.

Topic: The Branded Organization. Building the credibility of your brand and fostering loyalty from your customers and other target audiences.



Hope Bagozzi, Sr. Director National Marketing, McDonald's Canada

An integral part of McDonald's Canada's marketing for the past 11 years, Hope now leads the organization's national team. She's most proud of the work they have done to inspire and engage in conversations that have helped to shift audience perceptions about the McDonald's brand.

Topic: Changing perceptions through audience engagement. Hope will share the strategic background behind some of McDonald's Canada's most recent and important work, including, "Not Without Canadian Farmers" and "Our Food. Your Questions." The latter of which garnered four Cannes Lions and Best of Show at the 2013 Marketing Awards.



Crystal Mackay, CEO, Farm & Food Care Canada

Raised on a beef & dairy farm in Ontario, Crystal graduated from the Advanced Agricultural Leadership Program and the George Morris Centre Executive Development Program at the University of Guelph. Among her many achievements, Mackay has held titles as the President of the University of Guelph OAC Alumni Association, Director of the Ontario 4-H Foundation and Director of the Poultry Council.

Topic: Social License, Public Trust and Transparency. Marketing, communications and social media – how do they fit together and what do they mean for your organization and clients? Crystal will connect the dots and provide her unique perspective on these topics – with a few smiles along the way.

Campaign Case Study/Panel Discussion – Topic: “A Seat at Our Table”

From the three partners – AMA (Alberta Motor Association), ATB Financial and ACTA (Alberta Culinary Tourism Alliance)

CAMA members will remember the “A Seat at Our Table” campaign from its numerous nominations and award winning performances at CAMA 2015. This year, attendees will learn about the background of the campaign and how it all came together. You’ll get behind-the-scenes details on the scope, goals and logistics of this remarkable campaign, the challenges faced and overcome, and firsthand post-campaign assessments from the various partners.

The campaign’s organizers will be on hand to host a panel discussion and answer questions about this extraordinary event.



Co-Presenter:
John Jackson, Owner,
CharBar & Charcut



Co-Presenter:
Carole Stevenson-Roy,
Director, Corporate
Communications and
Learning, Alberta Motor
Association



Co-Presenter:
Carol Shmygol,
VP Marketing & Brand,
ATB Financial



Co-Presenter:
Fraser Abbott, Chair
of the Alberta Culinary
Tourism Alliance