

BEST of
CAMA
2020

SEMINAR 2020

AUTHENTIC ACUMEN

Get a peek behind the curtain and hear from the source on what it takes to be the best of the best. *Hint: it's not smoke and mirrors.* This year's Best of CAMA seminar will feature some of the 2019 CAMA Best in Show award winners, as well as 2019 Agri-Marketer of the Year Justin Funk, telling their stories on how **focusing on authenticity** made them reach excellence.

Listen in as we showcase UFA's "The Never-ending Day", CropLife Canada's "Real Farm Lives" video series and Federated Co-operatives Limited's "Made By Us" campaign that all touch on the element of real people, real experiences and real emotions. These campaigns stood out amongst others by genuinely connecting to farmers and those in the industry. No models, no bait and switch.

Justin Funk will highlight how he built his career on fostering legitimate relationships with sales and marketing teams to help them reach success, and also to share his present-day perspective related to Covid-19 and how sales teams are adapting to its curveballs.

Make sure you join us for the invaluable acumen these experts will provide as we all continue our journeys to provide the most authentic experiences to our audiences.

DATE: Wednesday, November 18, 2020
START TIME: 2:00PM ET
LENGTH: 2 hours
REGISTRATION: CAMA Members: **FREE**
Non-CAMA Members: **\$40**

TO REGISTER FOR THE SEMINAR:

<http://events.r20.constantcontact.com/register/event?llr=0&oeidk=a07ehc8p5o2f953bb0f>

AGENDA

- 2:00PM** Welcome & Overview by Robert Mensies, CAMA National Chairperson
- 2:10PM** Justin Funk, 2019 Agri-Marketer of the Year. Topic: Lessons Learned (40 minutes)
- 2:45PM** Best of Show / Case Presentations (10 minutes each)
- CropLife/Edelman – Best of Show Public "Real Farm Lives" Campaign
 - FCL/Studio 10 – Best of Show Advertising "Made By Us" Campaign
 - UFA/C&B Advertising – Best of Show Industry Relations "The Never-Ending Day" video
- 3:30PM** Moderated discussion with Best of Show winners
- 4:00PM** Conclusion of seminar

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