



eCirculator

March 2011

Please note the following...

Upcoming CMC Special Event Thursday, March 31st CMC Seminar plus Pool Tournament

Yes, it's almost Spring which means the CMC is back. Back Big Time at **The Academy of Spherical Arts** for a double header of information and fun.

First up, our seminar:

Doors open at: 2:00 pm
Seminar start: 2:30 pm
Members: \$59
Non-members - \$89

To App Or NOT To App, That Is The Question.

From iPhone to iPad to Google Chrome, apps and mobile are exciting opportunities for magazine brands. Recent estimates show that mobile advertising in the U.S. will grow by 120% to \$2 billion and more than 1 million apps will be available on iTunes and Android devices. Consumers will download 25 billion apps generating in excess of \$12 billion in revenue over the next two years. Learn from these leading experts what to consider when entering the mobile marketing and app space. To help you understand how to find affordable, revenue-generating paths to uncover the profits from this next wave we've put together a top group of industry experts. These panelists will outline the complex decisions that publishers will need to make before executing an e-commerce strategy.

- What are the potential pitfalls and how to safeguard your pioneering path
- How best to find and choose the partners and models most suited to your audience
- And finally, success depends on identifying customer buying patterns; once identified what are the best ways of making them appreciate the value of your brand.

Panelists: **MyThum**, **Impact Mobile** and **Grip Limited**, three of the leading experts in the field.

Seminar sponsored by LMPI



<http://www.lmpi.com/>

Followed by: **The CMC Annual Pool Tournament** also at...

The Academy of Spherical Arts

38 Hanna Ave. (Click logo for map & directions)

Toronto, Ontario

Tel: 416-532-2782



www.sphericalarts.com/contact-us/map.html

Once again our annual get together is generously sponsored by **HDS Retail!**



What, you don't play pool? No need to worry. You'll have plenty of company (including half of the CMC board of directors) who'll be there for one reason and one reason only - to bask in the effervescence of the moment (we're almost 100% sure that means something though what it means exactly remains at this time a touch unclear).

There will of course:

- Business card draws
- One grand pool winner prize plus – a ton of door prizes!
- A few short speeches (that we guarantee will cut directly to the chase)
- Plus at least one very special guest appearance (we've sent a message skyward to Lady Gaga and are awaiting her confirmation of attendance back)

So really, what else could possibly top this as a wonderful evening of Thursday night fun? Absolutely nothing we can think of.

Circle the date on your calendar now - Online registration coming soon...

The CMC eCirculator is sponsored by



www.bpaww.com



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