
Announcement

One very special upcoming Seminar & Reception
brought to you by CDS Global and the CMC



"Audience Development in the New Millennium"

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January 28, 2010

There's no question it's getting harder to get folks attention these days. Whether it's the latest gadgets or social networking sites such as Facebook or Twitter, people are now faced with more distractions than at any time in recent history.

However, you can still get folks attention. There continue to be many solid ways of developing and retaining an audience and to that end, the CMC's Seminar Committee has put together an A-list group of folks who know the terrain and can set you on the road to success. "Audience Development in the New Millennium" will lay out the challenges companies are facing today while offering a number of proven ideas and best practices to help overcome these very same challenges.

What *are* the experts saying about

- * Customer acquisition/ retention tips
- * Tactics and techniques

If you are a marketing professional involved in either the business to consumer or business to business side of the publishing business, you should make a point of attending this session. In other words, **if your business needs to move forward** this session is for you!

All speakers will be offering specific case studies outlining tactics guaranteeing significant and measurable results for any *on/offline* audience. Attendees will learn first and foremost the tried-and-true circulation tools necessary to build their businesses accordingly.

Please join us for this presentation followed by a Q&A session and Cocktail reception **hosted by CDS Global!**



Featured speakers:

Joseph & Anne Kottler

have been at the forefront of the publishing, non-profit, and health markets for over 25 years – developing advertising and direct mail, publishing magazines, and setting audience development strategies that focus on bottom-line results.

As the principals of Boston based, **Sage Communications**, they bring the wealth of their knowledge

through experience in various capacities from circulation marketing to print advertising. Sage has developed new promotional concepts for many well know North American brands, among them; Hearst Corporation, Meredith Corporation, Conde Nast, Cooks illustrated and Oprah Magazine. Joseph is a regular contributing writer to The Circulator, a featured speaker at CM Magazine's annual conferences and Folio. Anne is also a featured speaker on retention marketing at consumer marketing conferences for magazines. Both Anne and Joseph are also guest teachers at Syracuse's Newhouse School of Communications.

Jay Aber, President of **The Aber Group** will discuss web based audience development tactics and strategies. For over 13 years, the principals at *The Aber Group* have provided Internet direct marketing strategy and communications guidance, leadership and innovative audience development strategic and tactical marketing advice to leading organizations. They've provided service on Internet marketing communication and direct marketing strategies for organizations such as Tourism PEI, American Express, UBS Bank of Canada, various Canada Mortgage and Housing Corporation publications, Cadillac Fairview malls, World Wildlife Fund, Sunnybrook Hospital and Doctors without Borders.

Date: January 28, 2010
2:00 pm - 5:00 pm
Reception to follow from 5:00 pm - 8:00 pm
Drink ticket and appetizers included

Location: Hart House, University of Toronto
7 Hart House Circle (off Hoskin Ave)
Toronto, ON M5S 3H3

Cost: CMC Members \$59
Non-Members \$79

Register: Simply send your intentions and contact information to cmc@tamicirc.ca

Don't delay - Space is limited!

If you are unable to attend the seminar but would like to join us at the reception, please let us know:

CMC Members: no charge. Non-members: \$10.



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