



An AMA Toronto Chapter Roundtable

The Future of Branding How will brands survive in a new media environment?

The future of branding has never looked so uncertain.

With the introduction and advancement of new media at lightening speed, traditional brand management is re-shaping itself through blogs, online social networking, mobile phones, print and TV. What does this mean for the future of branding and brand management?

“Someday in the not-so-distant future, branding as we know it will be thought of as so 20th century. With societal, cultural and technology changes occurring at increasingly accelerated rates, keeping your eye on the horizon of future trends in branding gives your company the advantage.”

Learn how to re-shape the future of brands at your organization by attending this industry roundtable/panel discussion. Attending this panel discussion, you will learn more about:

- How to leverage technology and e-marketing tools to build your brand
- The effect of new media on consumer loyalty
- How to break through in a new media environment
- How to succeed in youth marketing

Panel of branding experts:

BBDO Advertising, Lynn Fletcher, Executive Vice President, Chief Strategy Officer

Strategy Magazine, Mary Maddever, Vice President & Editorial Director

St. Joseph Content, Mark Zwicker, Vice President New Business Development

Thornley Fallis Communications, Michael O'Connor Clarke, Vice President

Date: April 26, 2007

Time: 7:30 (continental breakfast) – 9:30 am (roundtable begins at 8:00 sharp)

Location: The Toronto Room, Verity Club, 111-D Queen Street East, Toronto

Format: A roundtable/panel of industry experts with two interactive audience sessions

AMA Moderator & Event Sponsor

Brand Matters Inc., Patricia McQuillan, President

Patricia is the president and founder of Brand Matters, a leading brand consultancy (brandmatters.ca). Her practice includes a thriving niche with internal branding and adaptive best branding practices. She is a member of the AMA board and the MS Society board. Patricia is a lead Council member of the CMA Strategic Planning and Branding Council. We are pleased to announce that Brand Matters was recently recognized by the City of Toronto as a Business Leader.



Moderated and sponsored by:

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