



An AMA Toronto Chapter Roundtable



Brand Matters®

**B2B marketing  
What does it take to win?  
What are some of the best practices?**

**Business-to-business marketing** is becoming increasingly important in our economy as global competition heats-up. A recent McKinsey article described the situation as:

“It's a familiar lament: executives at business-to-business (B2B) companies say that their largest customers have never been more demanding. But whereas some companies are simply caving in to price pressure, others are trying to create and capture more value.”

Learn more about B2B marketing best practices to improve your B2B offering by attending this in-depth roundtable discussion with industry leaders.

By attending this panel discussion, you will learn more about:

- The significance of brand-building in successful B2B marketing;
- Insight into successful marketing planning and measurement;
- How to inspire employees to deliver world-class service;
- Some of the newest B2B marketing techniques.

Top branding experts in our panel include:

**American Express**, Nicky Mezo, Director of Marketing, Commercial Card Canada  
**Grand & Toy**, Leslie Murray, Marketing Director, Large Business Programs  
**McMillan Binch Mendelsohn**, Dianne Rychlewski, Director Marketing & Client Development  
**Siemens Canada**, Dirk Miller, Director Corporate Communications  
**Brand Matters Inc.**, Patricia McQuillan, Moderator

**Date:** November 29, 2007  
**Time:** 7.30 – 10.00am (continental breakfast, roundtable begins at 8:00 sharp)  
**Location:** The Toronto Room, Verity Club, 111-D Queen Street East, Toronto  
**Format:** A panel of industry experts with two interactive audience sessions

Lead AMA Moderator

Patricia is the president and founder of Brand Matters Inc., a leading brand consultancy (brandmatters.ca), which specializes in the development and implementation of winning brands. Her practice includes a thriving niche in brand research and internal branding. Patricia is a Director of the AMA board and the MS Society board. Patricia also participates in industry issues as an Executive Council member of the CMA Strategic Planning and Branding Council. Brand Matters was recently recognized by the City of Toronto as a Business Leader.

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