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## CMA Branding Conference Agenda

7:30 a.m.	Registration Opens & Light Refreshments
8:30 a.m.	<p><b>Welcome &amp; Opening Remarks</b> John Torella, Senior Partner, J.C. WILLIAMS GROUP LTD. &amp; Conference Chair</p>
	<p><b>Morning Keynote</b> <a href="#">The Perfect Storm</a> Tony Chapman, CEO, CAPITAL C</p>
9:30 a.m.	<p><a href="#">The New Brand Ecology</a> Jeannette Hanna, Vice-President, Brand Strategy, CUNDARI SFP Alan Middleton, Executive Director, Schulich Executive Education Centre, Assistant Professor of Marketing, Schulich School of Business, YORK UNIVERSITY</p>
10:15 a.m.	<b>Refreshment Break</b>
10:30 a.m.	<p><a href="#">C'est Beau! Building the brand in Quebec.</a> Peg Hunter, Vice-President, Marketing &amp; Communications THE HOME DEPOT CANADA</p>
	<p><a href="#">Supercharging Your Brand</a> Jeff Cates, Director of Consumer Business, HEWLETT-PACKARD (CANADA)</p>
11:15 a.m.	<a href="#">The Evolution of Marketing: Building Your Brand Online</a>

	<p>Sabrina Geremia, Head of Business Development, Branding Team GOOGLE CANADA</p> <hr/> <p><a href="#">Breaking Out of the Clutter and Creating Awareness of VQA</a> Joanna Romano, Director of Marketing, WINE COUNCIL OF ONTARIO Terry O'Reilly, Writer/Director, Host of CBC'S AGE OF PERSUASION</p>
<p>Noon</p>	<p><b>Lunch</b> <a href="#">Lunch-time Roundtable Discussions</a></p> <ul style="list-style-type: none"> <li>• <b>Brand Innovation</b>  Mary Newman Partner, BRAND 360° STRATEGIES, INC</li> <li>• <b>Retail Branding</b>  John Torella Senior Partner, J.C. WILLIAMS GROUP LTD. &amp; Conference Chair</li> <li>• <b>Internal Branding</b>  Patricia McQuillan President, BRAND MATTERS INC.</li> <li>• <b>Media: The New Creative?</b>  Jeannette Hanna Vice-President, Brand Strategy, CUNDARI SFP</li> <li>• <b>Mobile Marketing</b>  Stacey Grant-Thompson Vice President, Strategic Projects, ROGERS WIRELESS INC.</li> <li>• <b>Brand Impact Measurement</b>  Merrill Mascarenhas President, ARCUS GROUP INC.</li> <li>• <b>Brand Strategy Framework</b>  Lynn Fletcher Executive Vice-President, Chief Strategy Officer PROXIMITY CANADA</li> </ul>

	<ul style="list-style-type: none"> <li>• <b>Youth Branding</b>  Arlene Madell Director, Marketing &amp; Visitor Services, AGO</li> <li>• <b>Advertising Law</b>  Sharon Groom Partner, MCMILLAN BINCH MENDELSON LLP</li> <li>• <b>Organizational Alignment to Enable Brand Delivery</b>  Bev Tudhope Chief Executive, INTERBRAND</li> </ul>
1:00 p.m.	<b>Luncheon Keynote</b> <a href="#">Living the Brand: Breaking the Boredom Barrier</a> Matthew Teitelbaum, Michael and Sonja Koerner Director and CEO ART GALLERY OF ONTARIO
2:00 p.m.	<a href="#">Measuring Advertising Engagement</a> Mike Gadd, President and CEO, IDEAS RESEARCH GROUP  <a href="#">Internal Branding: Getting it Right</a> Patricia McQuillan, President, BRAND MATTERS INC. Margaret Riding, Manager Employment Services, FEDEX
2:45 p.m.	<b>Closing Keynote</b> <a href="#">How to Break Through the Clutter Without Breaking your Budget</a> Chris Staples, Partner/Co-Creative Director, RETHINK
3:30 p.m.	<b>Closing Remarks</b> John Torella, Senior Partner, J.C. WILLIAMS GROUP LTD. & Conference Chair



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