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Media Advisory-Survival of the Fittest: How Will Brands Survive in a New Media Environment

Find out at an upcoming AMA event

TORONTO, ONTARIO--(CCNMatthews - April 19, 2007) - A panel of experts will gather Thursday, April 26, 2007 at the American Marketing Association - Toronto chapter breakfast event to address 'The Future of Branding' and the all-important question: How will brands survive in a new media environment?

Learn how to re-shape the future of brands. Dynamic audio-visual will support an interactive discussion by new media experts who will answer:

- How do you leverage technology and e-marketing tools to build your brand?
- What is the effect of new media on consumer loyalty?
- How do you break through in a new media environment?
- How do you succeed in youth marketing?

The moderator, Patricia McQuillan, President, Brand Matters Inc. (one of Toronto's leading brand consulting firms), will lead the panel discussion.

Panellists will discuss real-time examples and success stories. There will also be an interactive Q and A session.

"New media is everywhere we look. It's a challenge to harness," explained Ms. McQuillan, President of Brand Matters. This event, she added, will answer: "How can organizations delve deeper into brand positioning so messages hit the mark with consumers."

Brand Matters and the AMA's Toronto Chapter (<http://www.amatoronto.org>) has assembled a diverse group of panellists, including:

- Lynn Fletcher, EVP Chief Strategy Officer, BBDO Advertising

- Mary Maddever, VP and Editorial Director, Strategy Magazine

- Mark Zwicker, VP New Business Development, St. Joseph Content

**BUY YOUR TICKETS NOW - OUR EVENTS USUALLY SELL OUT!**

Tickets are \$45 for AMA members and \$75 for non-members. To register, call 647-393-9649 or email [ama-tor@allstream.net](mailto:ama-tor@allstream.net) by close of business Wednesday, April 25, 2007. Pre-payment by credit card is required to guarantee your reservation. Walk-ins are welcome, space permitting. Don't forget to "refer a friend - we welcome non-AMA Members."

Media are invited to attend the event, however, please RSVP to Patricia McQuillan at 416-923-7476 or Teresa Donia at iAMBIC COMMUNICATIONS, 905-508-5550 (email: [teresa@iambic.ca](mailto:teresa@iambic.ca)) or Grace Mistry (AMA Toronto, President) at 416-927-4187 by April 25, 2007.

#### Event Details

WHEN: Thurs., April 26, 2007

TIME: 7:30 to 9:30 a.m. (breakfast served, session starts at 8 a.m. sharp)

WHERE: The Toronto Room, Verity Club, 111-D Queen St. East.

For more information on this event, please contact Patricia McQuillan at 416-923-7476.

#### **ABOUT THE MODERATOR**

Patricia McQuillan founded Brand Matters® in 2000 following 12 successful years in brand management including RBC, TD Waterhouse and Kraft General Foods. Brand Matters is a leading brand consulting firm based in Toronto with a specialization in Business to Business (B2B) brand optimization and internal branding (employee alignment). Brand Matters' consultants offer a range of brand strategy development, competitive intelligence and market research techniques, emphasized by strong analytical skills. Brand Matters was recently recognized by the City of Toronto as a Business Leader. Patricia simplifies the Brand Matters Difference as an unbiased multi-stakeholder process dedicated to actively connecting business to brand™. The resultant Brand Differentiation Model™ distinguishes the client's expertise from that of direct competition, thus building the platform for successful implementation every time.

## **ABOUT THE AMERICAN MARKETING ASSOCIATION (AMA) TORONTO**

AMA Toronto increases the impact and value of marketing in your business and connects you to Toronto marketing and business professionals through the world's largest marketing community -- The American Marketing Association (over 38,000 members). As part of a leading international professional association, AMA Toronto promotes marketing leadership and provides ongoing career development, networking and knowledge-sharing opportunities for senior and mid-level business professionals. Our core offering includes monthly events featuring expert panellists debating emerging trends, evolving practices, and new theories and networking opportunities among key professionals.

2006/2007 marks the 60th Anniversary of AMA Toronto. We are honouring this milestone with a yearlong calendar filled with provocative and diverse events designed to ensure we remain an integral part of the marketing industry by delivering value to the community.

AMA Toronto is also a founding partner in the Marketing Hall of Legends, an initiative designed to honour the key role that prominent Canadians have played in the creation and development of significant business success stories.

### **CONTACT INFORMATION**

Brand Matters(R)  
Patricia McQuillan  
(416) 923-7476

### **INDUSTRY:**

Professional Services - Associations