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NOVEMBER 9, 2005 - 09:00 ET

Media Advisory-American Marketing Association: Internal Branding Lessons From Financial Service Leaders

TORONTO, ONTARIO--(CCNMatthews - Nov. 9, 2005) -

Building Your Internal Brand - The do's and don'ts

On Thursday, November 17, 2005, the American Marketing Association (Toronto Chapter) takes a look inside the financial services industry. Leading practitioners and marketing "heavy hitters" like BMO Investorline, CIBC, ING, and Visa Canada will share their insights gleaned from developing and evolving these successful brands from the inside out.

This lively round table discussion will address:

- The importance of aligning internal actions with your Brand Promise
- The value and power of your brand as a management and execution tool
- The importance of developing a plan of action for strengthening your brand through execution
- How to use your brand to create meaningful and valued relationships
- The importance of making branding every employee's responsibility
- The performance measurement and compensation links required to drive successful brands

"It's a growing challenge to create the brand support through various internal stakeholder groups who are responsible for bringing the brand experience to life. I'm hoping each of these organizations will share tips for overcoming these challenges and suggestions for ongoing rewards and assessment metrics that enhance the ultimate delivery of the brand

promise." States Patricia McQuillan, the moderator for this event.

Who will benefit from attending? PR, Marketing, Advertising, Communications and even HR Practitioners -- from Brand Managers to internal and external Strategists -- everyone should leave with ideas for effective branding from the inside out.

Featured Panelists Include:

BMO Bank of Montreal, Brenda Truant, Head of Marketing for BMO Investorline and Managing Director, Private Client Group Advertising

CIBC Canadian Imperial Bank of Commerce, Joanne Bjarnason, Vice-president, Marketing & Branding

ING Canada, Alister Campbell, Senior Vice-president, Marketing & Communications

Saxon Mutual Funds, Mary Savona, Vice-president, Marketing & Sales

Visa Canada, Brenda Woods, Vice-president, Consumer Products Marketing

Moderator:

Patricia McQuillan, President and Founder of Brand Matters Inc. and Vice President of Communications for the AMA Toronto is the lead AMA Financial Services Moderator (brief bio follows).

Media are invited to attend the event free of charge. For more information on this event, or to arrange interviews with the panelists, please contact Patricia McQuillan at 416.923.7476 or contact@brand-matters.com.

EVENT DETAILS:

WHAT: INTERNAL BRANDING LESSONS FROM FINANCIAL SERVICE LEADERS
Building Your Internal Brand - The do's and don'ts
A roundtable discussion

WHEN: Thursday, November 17, 2005

TIME: 7:30 am until 10:00 am (continental breakfast served)

WHERE: The Ontario Club
5th Floor, Commerce Court South

(Northeast corner of Bay & Wellington)
Toronto

AMA BACKGROUND

AMA Financial Services Moderator

Patricia McQuillan
President & Founder
Brand Matters

Patricia is the president and founder of Brand Matters, a management consulting firm, (brandmatters.ca), which specializes in the development and implementation of winning growth strategies. Her practice includes a thriving niche in Canadian financial services marketing and brand development. She is also the Vice President of Communications for the AMA Toronto Chapter and a member of the CMA Strategic Planning and Branding Council.

American Marketing Association

AMA Toronto is a leading professional association that promotes marketing leadership and provides ongoing career development, networking and knowledge-sharing opportunities through its Toronto Chapter. Its activities centre on monthly roundtable seminars that support an entrepreneurial spirit and encourage passionate debate on emerging trends, evolving practices, and new theories.

The AMA (TORONTO) has been an affiliate of the American Marketing Association since 1946. The AMA is a leading international non-profit association of marketing professionals, and has over 38,000 members worldwide.

CONTACT INFORMATION

Patricia McQuillan
(416) 923-7476

or

Media Contact
Caroline Nolan
(416) 526-9958