



Register Today!

February 27, 2013

Four Seasons Hotel

791 West Georgia Street, Vancouver

Registration/Breakfast 7:30 am

Seminar 8:00 to 9:00 am

Pricing

\$65.00 Members

\$85.00 Non-Members



**This seminar is eligible for 1 AIBC
Non-core Learning Unit (LU)**

Who Should Attend?

- Marketing directors
- Brand managers
- Human resources & recruiting
- New business developers
- Creative services
- CFOs

PRE-REGISTRATION required.
Register now at www.csmps.com

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Get Involved!

Have Ideas to Share?
Talk to us.

CSMPS presents

The Professional Services Video Revolution

Wednesday February 27, 2013

**Video killed the advertising star: how video is
transforming the way we buy and sell**

In the digital age, video is the single most powerful tool a marketer has to tell their story. At this seminar you will learn what it takes to create a focused, potent video that can engage both your target market and your own people.

Led by award-winning writer/director David Martin, this session will teach you the principles behind creating effective videos that can drive sales, improve new business pitches, and increase your company profile.

What you will learn:

- Why the 3:00 video is the new :30 TV.
- What are the 5 criteria for creating an effective corporate video?
- What are the three most common mistakes clients make in producing a video?
- Corporate film or corporate video---what's the difference?
- How much should you spend on a corporate film?
- How video can improve new business pitches.
- Should you hire a film company or do it yourself?

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About David Martin

President/Creative Director, [Hyphen Communications](#)

A Vancouver-based writer and creative director, David Martin has nearly 30 years' experience in the advertising industry. Throughout his career he created campaigns for Labatt's Breweries, Cadbury, President's Choice, Carlsberg, and Ralston Purina. His advertising work has been recognized at the Cannes International Advertising Festival, Clio Awards, London International, and Hollywood International Marketing Awards. He is also a four-time gold winner at the Cassies, Canada's marketing industry award for advertising effectiveness.

David is the Founder and President of Hyphen Communications. Since 2004, he has written and produced over 100 corporate films for clients including the Royal Canadian Mint, Goldcorp, and the Rick Hansen Foundation. At Hyphen, he created the motto and thematic campaign for the Vancouver 2010 Olympics, including the official 'With Glowing Hearts' video that appeared at all 2010 events.

David is a past President of the Advertising Agency Association of British Columbia, and has been a lecturer for the Institute of Canadian Advertising since 1990.

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Due to the financial commitments CSMPS must incur to provide our members with quality programming, cancellations are accepted until 3 business days prior to the event. No-shows and cancellations after this deadline will not be refunded. Thank you for your understanding and respect for this policy.

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