



CANADIAN SOCIETY FOR MARKETING PROFESSIONAL SERVICES

CONNECTING PEOPLE.
SHARING RESOURCES.



Last Chance to Register!

May 30, 2013

BCIT Downtown Campus

Room 483 - 555 Seymour Street, Vancouver

Registration/Breakfast 7:30 am

Seminar 8:00 am to 12:00 noon

Pricing

Exclusive Offer: \$99

Members and Non-Members

Pay your membership fee for the 2013/2014* year and take advantage of this exclusive registration rate of only \$99. This offer applies to members and non-members**.

Membership Dates:

October 1st to September 30th.

**For non-members, if you sign up for the 2013/2014 year, enjoy being a member for the duration of the 2012/2013 year.

\$129 Members

\$159 Non-Members



This seminar is eligible for 3 AIBC Non-core Learning Units (LU)

Who Should Attend?

- Marketing Decision-makers
- Business Development Decision-makers
- Marketing Support Professionals
- Firm Owners & Principals

CSMPS presents

Driving ROI from your Online Presence

Thursday May 30, 2013

The Secrets to Incorporating a Digital Marketing Strategy into your Professional Services Business.

Professional Services firms in today's world require a healthy online community. But what happens when your website, email marketing material and social media presence aren't in full health? What if you can optimize your online community presence and start with the website?

The website is your company's marketing hub. Consequently, common marketing issues can easily masquerade as "website" problems.

Join us for a three-hour workshop with Erin Whittle, digital marketing strategist and learn how to enhance your corporate strategic online presence that not only supports tactical marketing efforts but also builds strategic business development and demonstrates return-on-investments.

Learn practical tools that you can use now. At the end of the seminar, participants will learn:

- What is a digital strategy, and why do you need one?
- What makes a good website, anyway?
- What is the role of content?
- Why is there a need for content strategy?
- How to be found online?
- What is the relationship between email and ROI?
- How to drive online leads and convert them?
- How about social media?
- How to integrate offline and online efforts?
- What to measure in web analytics?
- Why go mobile?

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

Join CSMPS today

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Get Involved!

Have Ideas to Share?
Talk to us.

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About Erin Whittle

Erin Whittle is a digital marketing strategist with more than a decade of agency and client-side marketing experience. Data-driven content and digital strategies that deliver ROI for small businesses, not-for-profits, and business-to-business are only some of her areas of expertise.

Erin has a Master of Publishing degree from SFU. She is an instructor for Social Media Marketing and Digital Marketing Strategies in the part-time studies program in the [BCIT School of Business](#), and teaches Essentials of Marketing, Direct Marketing, Marketing Planning, and E-Marketing in the full-time Marketing Management program.

She lives in Vancouver with her husband and toddler. Erin is looking forward to add another member to her family this August.

Follow Erin [@indenter](#).