

Core Faculty



About Colterman Marketing Group (CMG) Canada

Since 1996, Colterman Marketing Group has been providing forward-thinking, practical solutions to its public sector, non-profit and association clients on how to achieve the greatest return on their marketing investments.

CMG Canada specializes in the following core marketing disciplines: strategic marketing planning, sponsorship assessments and strategies, partnership development, sales strategies and programs, event marketing and exhibit management. To view CMG Canada's full range of services and clients, visit www.coltermangroup.com.



Bernie Colterman

President, Colterman Marketing Group (CMG) Canada and Director, Centre of Excellence for Public Sector Marketing

Throughout his 20-year marketing career, Bernie has facilitated a wide range of marketing campaigns for the government, not-for-profit and business sectors. He has developed hundreds of collaborative arrangements, raising over \$25 million dollars in sponsorships and developing high profile partnerships for government, non-profit and association clients.



Jim Mintz

Director, Centre of Excellence for Public Sector Marketing

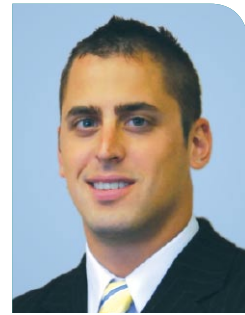
Jim has over 30 years of marketing experience in both the public and private sectors. As the former Director of Marketing and Corporate Communications at Health Canada, his responsibilities included directing national marketing and communications campaigns in a multitude of health areas. He has also been teaching Marketing at Carleton University for close to 20 years.



About the Centre of Excellence for Public Sector Marketing

The Centre of Excellence for Public Sector Marketing delivers fully bilingual strategic marketing solutions, designed to meet the unique needs & challenges of governments, associations and non-profit organizations.

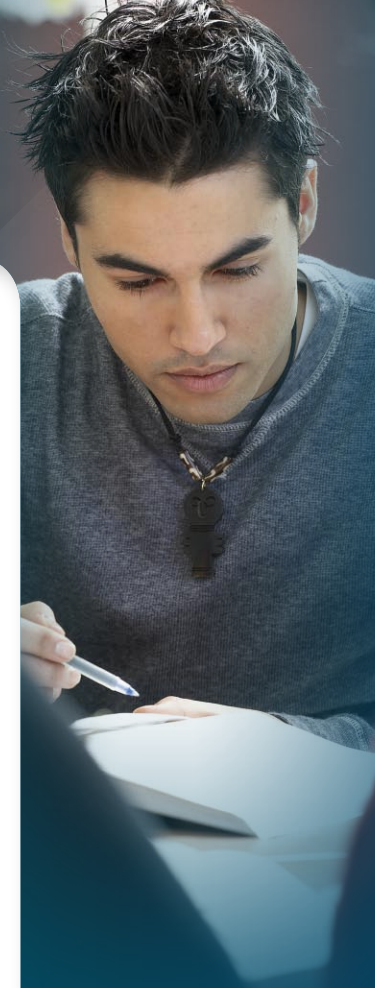
Our key areas of expertise are: Product/Service Marketing, Policy/Program Marketing, Social Marketing, Website Strategy Planning, Social Media Marketing, Sponsorship & Partnerships. To learn more about the CEPSM, visit www.publicsectormarketing.ca.



Mike Kujawski

Project Manager/Strategist, Centre of Excellence for Public Sector Marketing

Mike is an enthusiastic marketing professional, business strategist and entrepreneur, with a passion for leveraging new digital marketing technologies and trends. He has over 6 years of marketing experience in both the public and private sectors and is also a part-time business professor at Heritage College.



Workshops

Designing & Selling Your Sponsorship Program

This two-day workshop is ideal for professionals who are responsible for driving revenue and want to take an organized approach to sponsorships as a major revenue generator. The format is unique from any other—it provides an **end-to-end learning solution** of designing and selling your sponsorship program. The course **workbook** allows you to design your own strategy to take away an **Action Plan** that is ready to implement.

You will learn how to:

- Identify your assets and your unique selling proposition
- Price and package sponsorship offerings
- Prospect and sell your sponsorship program

You will receive:

- A **course workbook** to help you create your own customized Sponsorship Program
- A **complementary 30-minute telephone consultation** to discuss your sponsorship initiative.

"The workshop was an eye-opening experience, containing a good balance of theory, real-life examples and hands-on practice. I highly recommend it to anyone who faces seemingly insurmountable barriers to getting sponsorship support for their activities" Ellen Busby, General Manager, Canada Dance Festival

Develop a Social Marketing Plan in "ONE DAY"

This one-day workshop takes you through a proven planning process to develop a customized, structured social marketing plan for your public sector or non-profit organization. It will show you how you can develop a comprehensive social marketing plan on your own, resulting in an ability to implement your initiative immediately.

You will learn how to:

- Develop and implement a social marketing program on a limited budget;
- Differentiate social marketing from public education, outreach and other communication strategies;

- Use social marketing to mobilize communities, influence the media, lobbying/advocacy, build strategic alliances with business

You will receive:

- A **comprehensive workbook** that allows you to plan your Social Marketing Plan in **ONE DAY**
- A **complementary 30-minute telephone consultation** to discuss your social marketing initiative.

"The materials provided and the walk-through of the strategy planning will greatly assist me in working with my colleagues to get the whole team on the same page. The best words to describe this workshop are "fully applicable". Karen Bahda, SMARTRISK

NEW Develop a Social Media Marketing Plan in "ONE DAY"

The focus of this workshop is to respond to the unique needs of public sector and non-profit marketers who want to acquire value added skills to improve their expertise in social media marketing and effective use of "Web 2.0" tools and applications (rss feeds, blogs, wikis, podcasts, etc...). This workshop will help you develop a customized, structured approach for opening up the channels of communication with your target audience and significantly improve your online levels of engagement and visibility.

You will learn how to:

- Properly use and leverage on-line social networks, consumer generated content, blogs, podcasts, wikis, video, RSS feeds and virtual worlds to better deliver your message
- Ensure you are visible to all major search engines through the latest search engine marketing tactics and social media optimization techniques
- Move from a traditional mindset to a web 2.0 mentality without sacrificing your existing strategies
- Properly measure your social media marketing ROI

You will receive:

- A **comprehensive workbook** that allows you to develop your Social Media Marketing Plan
- A **complementary 30-minute telephone consultation** to discuss your marketing initiative.

NEW Revenue Generation Boot Camp

Are you taking a strategic approach towards your revenue generation activities? Are you maximizing your opportunities to create a sustainable revenue base for your organization?

This one-day workshop examines the latest trends and best practices in core non-profit and association revenue streams including Sponsorships, Affiliate Programs, Print and Web Advertising, Business Member Recruitment, Conferences and Events and demonstrates how an integrated strategy towards packaging and promoting these opportunities can lead to increased and sustainable revenue.

You will learn how to:

- Identify and determine the value of your organizational assets that can be leveraged for revenue
- Identify your competitive positioning and unique selling proposition
- Increase your organization's profile and leverage your brand to increase revenue opportunities
- Package, promote and sell your integrated program to potential corporate partners

You will receive:

- Presentation materials and worksheets to help you develop a strategic approach towards your revenue generation
- Best Practices Manual, generated by participants attending the Revenue Generation Boot Camp

Annual Conference



Mark Your Calendar Today!

- Conference and Trade Show: June 11-12
- Pre-Conference Workshops: June 10
- Hampton Inn Ottawa and Conference Centre

Celebrating its 10th year, MARCOM 2008 is the only national conference that brings together marketing professionals from the public, not-for-profit and association sectors and **delivers unique content, relevant to each sector**. Learn how marketing drives results, share ideas with like-minded marketers from across Canada and re-energize and refocus your marketing skills.

The Conference Program offers **3 distinct learning tracks** (Public Sector, Not-for-Profit and Marketing Trends) to help marketers focus on the latest information, tools and techniques related to their specific needs. Visit www.marcom.ca for full details and to register or call **613-731-9851 ext. 20**.



Courses



Professional Certificate in Public Sector and Non-Profit Marketing and Executive Certificate in Public Sector Marketing Leadership

"The **Professional Certificate in Public Sector and Non-Profit Marketing** is a "must have" for anyone practicing marketing in the public and non-profit sectors. It is particularly helpful to people who lack formal training in marketing, but are seriously attempting to integrate marketing into their organization"

Philip Kotler, Professor International Marketing, Kellogg School of Management, Northwestern University

Both programs cover the fundamentals of public sector and non-profit marketing and are designed to be intensive and rigorous, respecting that your time away from the office needs to produce concrete results.

The **Professional Certificate** provides intensive training for 1 or 2 days, each month, over the course of five months, requiring a commitment of 10 days of classroom training plus additional time to complete the strategic marketing plan.

The **Executive Certificate** is offered as a residential program, in picturesque surroundings. This intensive residency program spans six days. It has been

specifically designed for public sector and non-profit managers and officers who are looking for a professional development experience in the field of strategic marketing.

You will learn:

- Marketable skills while sharing experiences with other marketers to expand your network
- How to develop expertise to assume more senior positions and responsibilities
- From top professionals in the field who apply real world experiences to their teaching
- How to develop an "action oriented" strategic marketing plan for your organization

For more information on the **Professional Certificate** visit: <http://www.carleton.ca/ppd/indepth/cpsm.htm>

For more information on the **Executive Certificate** go to: <http://www.carleton.ca/ppd/indepth/eps.htm>

Or call **613-520-3488**

2008 Opportunities at a Glance

Save \$50 by registering 30 days prior to any workshop.

WORKSHOPS	Location	Dates	Investment	
Designing and Selling Your Sponsorship Program (2 Days)	Vancouver	April 7-8	\$495	
	Edmonton	April 29-30		
	Winnipeg	May 22-23		
	Toronto Ottawa	October 14-15 December 3-4		
NEW Revenue Generation Boot Camp	Ottawa Toronto	June 10 pre-MARCOM November 20	\$395	
Develop a Social Marketing Plan in ONE DAY (1 st day in each location)	Edmonton	Social Marketing April 7	8	\$350 / \$600 both
	Vancouver	Social Media April 10	11	\$350 / \$600 both
	Winnipeg	May 7	8	\$350 / \$600 both
	Ottawa	June 10 pre-MARCOM		\$395 each
NEW Develop a Social Media Marketing Plan in ONE DAY (2 nd day in each location)	Toronto	September 17	18	\$350 / \$600 both
	Halifax	September 24	25	\$350 / \$600 both

TO REGISTER for Workshops visit www.coltermangroup.com and click on Workshops and Events or call 613-731-9851 ext. 28

ANNUAL CONFERENCE	Location	Dates	Investment
MARCOM 2008 <i>Celebrating 10 Years!</i>	Ottawa	June 11-12	\$835 Public Sector \$545 Non-Profit
		June 10 Workshops (see above)	\$395

TO REGISTER for MARCOM visit www.marcom.ca or call 613-731-9851 ext. 20

COURSES	Location	Dates	Investment
Sprott Professional Certificate in Public Sector and Non-Profit Marketing	Ottawa	January 22- June 20	\$4,200
Sprott Executive Certificate in Public Sector Marketing Leadership	Ottawa	August 11-16	\$4,200 (includes food and lodging)

To Register for the Professional Certificate visit: <http://www.carleton.ca/ppd/indepth/cpsm.htm>

To Register for the Executive Certificate go to: <http://www.carleton.ca/ppd/indepth/eps.htm>

Or call: 613-520-3488



Who should attend?

Our educational programs are designed especially for Directors, Managers, Advisors, and Officers who work in the federal, provincial, municipal governments, crown corporations/agencies, non-profit organizations and professional associations responsible for designing, developing, implementing, managing and evaluating the following:

- Marketing of programs, products and services
- Social Marketing initiatives
- Digital / Internet Marketing campaigns
- Partnerships and Strategic Alliances
- Sponsorships and other Revenue Generation Initiatives
- Strategic Communications, Community Outreach and media advocacy initiatives
- Programs that require a fresh, innovative and creative approach

Subscribe to our blogs and stay up-to-date!

Public Sector Marketing 2.0 by Mike Kujawski:
Insights on government, non-profit and association marketing in a Web 2.0 world @ www.mikekujawski.ca

Sponsorship & Partnerships by Bernie Colterman:
Insights on finding, keeping and leveraging sponsors and partners @ www.berniecolterman.ca

Marketing in the Public Sector by Jim Mintz:
Insights on marketing in the public sector, from a world renowned, 30-year marketing veteran @ www.jimmintz.ca

Advance your career.
Get better results.

Register Today!

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www.coltermangroup.com

The Centre of Excellence for Public Sector Marketing
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www.publicsectormarketing.ca



2008 Professional Development Program for Marketing Professionals in Government, Not-for-Profits and Professional Associations

At last!

Educational programs dedicated to Marketing in the public and non-profit sectors!



Public sector and non-profit organizations deliver thousands of programs and services to millions of Canadians every day. Many feel unprepared for the challenges they face. The need for highly skilled marketing and communications professionals continues to escalate.

The Centre of Excellence for Public Sector Marketing in conjunction with the **Colterman Marketing Group (CMG) Canada** offers a diversified portfolio of professional development opportunities to help you acquire the necessary practical skills to enhance your organization and advance your career.

