

# CMA Seminar Proposal

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## About Us

CMA seminars are designed by marketers for marketers. Seminars are offered throughout the year in a variety of formats. Participants benefit from an interactive learning environment with case study examples and invaluable take home reference material. Seminar material should focus on best practices, insights, current trends, how-to's and should be complimented with interactive activities.

Facilitators are expected to share their information in an educational, non-commercial, and non-self-promotional way. Product suppliers are strongly encouraged to have a user present or a case study highlighting the application of the product.

CMA seminars are offered in the following formats:

- Full-Day (In-Person)
- Half-Day (In-Person)
  
- CMA aims to have 15-30 participants at each of the seminars to optimize learning
- Primary target audience consists of Marketing Practitioners (with 2- 5 years of experience)
- CMA promotes our seminars at least 4 months in advance of the selected seminar date
- Seminars are offered throughout the year

## Criteria

### Originality

Our attendees want to learn about the latest trends and what the future holds for marketing. CMA will evaluate, on its own merit, the uniqueness of your proposal as it relates to marketing and the integration of marketing channels and disciplines.

### Needs

Proposals are chosen that will advance the educational objectives of the seminar. Please keep in mind that attendees are looking for actionable ideas that they can take back and put to work immediately.

***Interested individuals are invited to complete the seminar proposal form below.  
Please download the PDF and save as LASTNAME\_ YYYY\_MM\_DD prior to submitting.***

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# Contact Information

First Name:

Last Name:

Job Title:

Company:

Street Address:

City:

Province:

Phone Number:

E-mail Address:

Have you presented publicly in the past?

Yes

No

## **Additional Facilitator Contact Information**

First Name:

Last Name:

Job Title:

Company:

Street Address:

City:

Province:

Phone Number:

E-mail Address:

Have you presented publicly in the past?

Yes

No

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## Seminar Information

Seminar Length:

Seminar Level

Full-day (9:00 a.m.– 4:30 p.m.)

Introductory

Half-day (9:00 a.m. – 12:30 p.m.)

Intermediate

Advanced

Seminar Title: (select a short title  
that will excite potential attendees)

Overview: (include short  
'background' of topic, why the topic  
is important & methods of learning  
– case studies etc.)

You Will Learn: (topics covered in seminar) (4-6 bullet points)

You Will Benefit From: (Key take-aways, what will the participants leave with, style of learning – i.e. a hands-on approach) (3-6 bullet points)

Who Should Attend: (be specific and indicate what level of knowledge participants should have)

Facilitator(s) Bio: (2-3 paragraphs)

Has this topic been previously presented publicly?	No
If yes, please indicate when and where	Yes

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*Thank you for taking the time to submit your proposal. Proposals will be reviewed on an ongoing basis and only those who are accepted to facilitate a seminar will be contacted.*

**Submit**