

Canadian Institute of Management Hamilton Chapter

Date

Thursday, November 24, 2016

Time

Doors open at 5:45
Reception at 6:00 P.M.
Dinner at 6:30 P.M.

Place



1530 STONE CHURCH RD E,
HAMILTON

Guest Speaker Kathryn Long



Reserve a Seat

**Canadian Institute
of Management**
Hamilton Chapter

2 King St. W., Jackson Square
P.O. Box 57035, Jackson Square
Hamilton, ON L8P 4W9
Phone: 905-561-9889
Fax: 866-774-2226
E-mail: admin@cim-hamilton.com
Website: www.cim-hamilton.com

Price List
(All amounts include H.S.T.)
\$40.00

Seating is limited and reservations are required. Please call or e-mail Chapter Office to book your reservation by November 14, 2016. If you need to cancel your reservation, please give 48 hours notice.

For the last 10 years, Kathryn Long has worked as an Account Executive, Supervisor, and Director for some of the largest advertising and marketing companies in Toronto and the GTA. Her corporate portfolio spans automotive luxury cars, Interac, and household giants like Tim Hortons. Ms. Long is currently the National Marketing Manager for SIR Corp. She holds a post-secondary degree in Marketing Management from the Sheridan Institute of Technology and Advanced Learning and a Bachelor of Commerce, Marketing & Economics from McMaster's Michael G. Degroote School of Business.

On November 24th, Kathryn will be speaking at the CIM Chapter Dinner Meeting. We look forward to hearing

her speak on the topic of *Marketing Trends from Moms to Millennials*.

Marketing and Advertising are two of the most innovative and fastest growing industries around. Campaigns have become mobile, seek to personalize the customer or client experience, and are now incorporating technology, such as Artificial Intelligence (AI), thought to be impossible just 5 or 10 years ago. In this presentation, Kathryn will guide us through some of the marketing and advertising campaigns she's led over the past 10 years and apprise us of her thoughts on future marketing trends. Included will be some of Kathryn's most popular campaigns and how the game changes when marketing to Moms versus Millennials, and back again.