CMA Seminar Program

About Us

CMA seminars are developed 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.

Details

- CMA seminars are offered in the following formats:
  - Full-Day (In-Person)
  - Half-Day (In-Person)
  - Half-Day (In-Person & Webcast)
  - Online (60 minutes)

- 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 from September - November & February – May

Benefits

- Shape the future of marketing in Canada
- Build brand awareness for your business
- Present to like-minded marketers from across the country
- Featured on CMA communications to promote the seminar
- Seminar content is owned by the facilitator

Get Involved

Interested individuals are invited to complete the Seminar Proposal form posted online. CMA will evaluate, on its own merit, the uniqueness of the proposal as it relates to marketing and the integration of marketing channels and disciplines.