

SMCC CONFERENCE & AWARDS – THURSDAY, APRIL 7, 2011
InterContinental Toronto Centre, 225 Front Street West, Toronto



CONFERENCE PROGRAM

- 8:00 – 8:30** **Registration & Continental Breakfast**
- 8:30 – 8:45** **Welcome**
SMCC Chair: Monique Giroux
Senior Director, National Sponsorships, CIBC
Conference Moderator: Alan Middleton
Executive Director, Schulich Executive Education Centre
- 8:45 – 9:30** **Pepsi Refresh Project: Insights on Social Media Marketing**
Neetu Godara, Marketing Manager, Brand Pepsi
Pepsi Beverages Canada
- 9:30 – 10:15** **2011 Canadian Sponsorship Landscape Study**
Norm O'Reilly, Associate Professor of Sport Management, University of Ottawa
- 10:15 – 10:30** **Break**
- 10:30 – 11:15** **Leveraging Brand Strategy to Build a Sponsorship Property**
Rob Assimakopoulos, Chief Marketing Officer, Canadian Football League
- 11:15 – 12:00** **Elevating Sponsorships to Partnerships**
Bart Given, Partner, Twentyten Group
Mags Doehler, Associate Partner, Twentyten Group
- 12:00 – 1:15** **Lunch**
- 1:15 – 2:00** **Wikibrands, Wikisponsors – Reinvent Your Businesses and Properties in a Fan-Driven Marketplace**
Sean Moffitt, Founder, Agent Wildfire, co-author of *Wikibrands: Reinventing Your Company in a Customer-Driven Marketplace*
- 2:00 – 2:45** **Creating a National Movement through Community Engagement**
Kelly Murumets, President & CEO, ParticipACTION
Don Mayo, Managing Partner, IMI International
Scott Russell, Host, CBC Sports
Leslie Blachford, Manager, Consumer Engagement, TrojanOne
- 2:45 – 3:30** **Debating Panel**
Moderator: Jo-Ann McArthur, Chief Strategist & Partner, fisheye corporation
Panelists:
Brent Barootes, President, Partnership Group – Sponsorship Specialists
Tony Chapman, Founder & CEO, Capital C
Paul Klein, Founder, Impakt
Jim Tobin, Director and Head Sponsorships, Canadian Marketing, Scotiabank
- 3:30 – 3:45** **Break**
- 3:45 – 4:30** **7th Annual Sponsorship Marketing Awards**
Judging Chair: Lucie Lamoureux
Corporate Director, Sponsorship and Social Commitment, Loto-Québec
Guest host: Jack Armstrong, Sports caster, TSN
- 4:30 – 5:30** **Reception**

**Please note: Agenda subject to change*