



"MarCom ROI will improve with enhanced client-agency relationships"

**Exclusive Seminar Invitation For ACA and ICA Members
Presented by Dr. Alan Middleton**

**Toronto – Monday, September 22
Calgary – Thursday, October 23
Vancouver – Friday, October 24**

The Institute of Communication Agencies and Association of Canadian Advertisers invite you to attend a morning seminar with Dr. Alan Middleton, Executive Director of York University's Schulich Executive Education Centre. Dr. Middleton will present key insights from a jointly commissioned study on building a strong client-agency relationship. **There is no charge for ICA and ACA members to attend.**

"This topic has surfaced on the radar screen coincident with the renewed realization that an optimal client-agency relationship can enhance the value that the agency provides for the client, positively effecting business results," said Dr. Middleton, whose investigation resulted in a new guidebook titled *Come Together*.

In his seminar, Dr. Middleton will discuss how following a 20-point "Code of Client-Agency Conduct" will enhance the value of client-agency relationships for both parties.

ACA and ICA members will receive a complimentary copy of *Come Together* (one copy per member company). Additional copies will be available for members to purchase at \$50 per copy (\$250 per copy for non-members.)

Toronto

Date: Monday, September 22, 2008
Time: 9 a.m. - 11 a.m. (*Registration & coffee: 8:30 a.m.*)
Place: Marriott Toronto Downtown Eaton Centre
Room: York A & B
525 Bay St., Toronto, ON M5G 2L2

Calgary

Date: Thursday, October 23, 2008
Time: 9 a.m. - 11 a.m. (*Registration & coffee: 8:30 a.m.*)
Place: Hendrick & Associates (403-571-0760)
1015 – 4th Street SW, 2nd Floor

Vancouver

Date: Friday, October 24, 2008
Time: 9 a.m. – 11 a.m. (*Registration & coffee: 8:30 a.m.*)
Place: Wasserman & Partners (604-684-1111)
1020 Mainland Street, Suite 160

To reserve your place at this complimentary Toronto member seminar, confirm your attendance with Sandy Beglan at sbeglan@icacanada.ca