

EVENT ADVISORY – NOVEMBER 25TH

A Bold New Future

Celebrating community action for a bright and bold industry future

Not just another marketing industry party...

The Institute of Communications Agencies (ICA) is organizing a community gathering to celebrate the dynamic changes that are re-inventing the world of marketing communications.

With ICA's CAAP program as the catalyst, the *Bold New Future* event is about inspiring community action – throughout the industry and beyond it. It is about acknowledging our collective ability as an industry to develop bold communicators and compelling communication. It is about recognizing that as the world changes, so too does the way we conduct marketing communications. And at the centre of this shift is the increasing trend to create and communicate with inter-connected communities.

ICA's CAAP program has recently re-emerged as a leading industry voice in education and professional development, and is hosting this event to bring together the many voices that contribute to elevating the talent in our industry. As part of the celebration, the event will draw attention to how Plan Canada is helping to drive educational initiatives to inspire and empower girls and young women in developing countries. It will also profile the breakthrough community work of BullFrogPower a new 100% green energy provider who is transforming the way utility providers engage and empower their customers.

A Bold New Future is about creating communities of like-minded individuals who together can leverage the power of thought leadership in marketing communications to create innovative solutions in an era of new challenges. The event is open to anyone working in marketing communications and advertising and in particular CAAP students/alumni.

Event Features

- Live music – provided by 'Escalate!'
- High value door prizes and gift bags
- A portion of \$5 cover will be donated to Plan Canada's "Because I am a Girl" program

Event Details

Date: November 25, 2009

Time: 7pm onwards

Place: The Pilot Tavern, 22 Cumberland Street

For more information please see <http://www.facebook.com/event.php?eid=152807252613>

Editorial Contacts:

Suzanne Filiatrault

Director of Professional Development

Institute of Communication Agencies

416.482.1396 or 1.800.567.7422 (ext. 227)

sfiliatrault@icacanada.ca

Jack Wojcicki

PRJack

416.894.5255

prjack@look.ca