



Institute of
Communication Agencies

For Immediate Release

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ICA FFWD 2013 presents breaking news in social media from LinkedIn

-- Social media powerhouse to provide insights on marketing to social consumer personas --

Toronto, ON. The Institute of Communication Agencies (ICA) -- www.icacanada.com -- is pleased to announce a special presentation at its FFWD Advertising and Marketing Week 2013 by LinkedIn Marketing Solutions – www.marketing.linkedin.com. Founded in 2003, LinkedIn connects the world’s professionals to make them more productive and successful. With more than 200 million members worldwide (7 million in Canada), including executives from every Fortune 500 company, LinkedIn is the world’s largest professional network on the Internet. The presentation will be headlined by Alison Lange Engel, global marketing director, LinkedIn Marketing Solutions and Gary A. Fearnall, director of global marketing solutions, LinkedIn Canada. The presentation takes place 4 PM to 6 PM, Thursday, January 31, 2013 at the TIFF Bell Lightbox. Tickets may be purchased online at www.advertisingweek.ca.

Understanding mindsets and driving relationships through social media

The presentation, divided into two one-hour sessions, offers insights into finding meaningful, engaging and relevant information to address the differing mindsets of audiences on various social networks, and the unique tools LinkedIn offers to connect with them. Alison Engel will present The Mindset Divide, a result of a global study of 6,000+ social media users that uncovers how marketers can connect to these different mindsets. Gary Fearnall will show how to harness the power of LinkedIn Marketing Solutions to bring together each phase of the ecosystem -- identifying audiences, defining different objectives and the desired outcomes for each type of relationship developed.

“Social media is a world of always-on communications,” said Andrew Bruce, chair, FFWD Advertising and Marketing Week 2013 and COO, Publicis Canada. “The problem becomes how to engage our audiences with meaningful and relevant content and use the vast array of new tools available to us. The LinkedIn presentation promises to help us understand this vital resource.”



“We’re very fortunate to have Alison and Gary bring this very relevant data to Canadian marketers,” offered Gillian Graham, CEO, ICA. “People use varying social networks for different purposes, and to understand the underlying behavior driving those choices is imperative for marketers.”

A go-to event for careers, agencies and corporations going places

Highlights of the action-packed FFWD Advertising and Marketing Week 2013 calendar include international keynote speakers Rory Sutherland, Ogilvy Group and Chuck Porter, Crispin, Porter + Bogusky, conferences, seminars, awards, panel presentations, Next Generation Day for students and young communication executives, and the Great Gatsby-themed Ad Ball gala, all of which promise to deliver the energy and dynamism of the industry. An expanded speaker series will include presentations from Yahoo! Canada, Toronto Star, Google, and MDC Partners. Popular events such as CASSIES awards, the Globe & Mail Cannes reel screening, the Microsoft Advertising Industry breakfast, and ICA cocktail party among others will be making their return this year. Ticket prices for events start from \$15, with gala Ad Ball tickets for \$110. For more information, schedules and tickets visit www.advertisingweek.ca.

About the ICA

The Institute of Communication Agencies or the ICA (www.icacanada.ca) is the professional business association which represents Canada’s communication and advertising agencies. The ICA’s mission is to champion commercial creativity, amplify the industry’s economic impact, and to embrace and drive change. As such, the ICA promotes thought leadership, higher standards and best practices. It serves as the largest source of information, advice, education and training for Canada’s communication and advertising industry. ICA’s member agencies and subsidiaries account for over 75 per cent of all national advertising in Canada, with an economic impact worth more than \$19 billion annually. More information about the ICA and its initiatives can be found at www.icacanada.ca or follow on Twitter [@adweekcdn](https://twitter.com/adweekcdn) or [@icacanada](https://twitter.com/icacanada).

To RSVP, for additional information, visuals or to arrange an interview with the ICA and/or LinkedIn, please contact Susan Willemsen, Alexandra Muszynski-Kwan or Ruth Colapinto at



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