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## Canadian Marketing Association Presents

### *Managing the Explosion in Data Roundtable: Empowering Marketing Intelligence*

There is an event coming up next week that I thought you may be interested in.

BFG will be attending this event as we believe that the ability to leverage marketing technology to really gain customer insight is a key competitive advantage for all marketers.

The CMA council, where I am currently vice-chair, recognized that within the current marketplace there is a gap between the available technology and how marketers effectively use this technology.

**Listed below are the specific details of the event.**

I hope to see you there!

Regards,

Richard Boire

## Managing the Explosion in Data Roundtable: Empowering Marketing Intelligence

**DATE:** Tuesday, November 27

**TIME:** 8-10 am

**LOCATION:** Intercontinental Toronto Centre  
225 Front St. West [see map](#)

### [Registration information](#)



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