

Council for Chief Marketing Executives.



The challenges facing chief marketing executives have never been greater. Faced with a proliferation of delivery channels; evolving consumer demand; an always-on, 24–7 information cycle; and the need to clearly demonstrate a return on marketing expenditures and resources, those tasked with leading their organizations' marketing function have rarely faced a more threatening set of challenges.

With challenge comes opportunity. It is against this backdrop that the Council for Chief Marketing Executives (CCME) offers its members the opportunity, unique in Canada, to benefit from the CCME program and, consequently, to be more effective in their jobs.



As an executive network of The Conference Board of Canada, the CCME benefits from over 25 sister networks that the Board runs, a team of researchers who are subject matter experts in a wide variety of fields, the largest repository of research reports and webinars of any think tank in the country, and an extensive client base that includes top leaders in the business, public sector, and non-profit domains. There is no other offering for marketers that is able to provide a similar value proposition.

In short, the CCME is Canada's pre-eminent organization for chief marketing executives. CCME members meet for a day and a half, two times a year. Each meeting follows a theme that has been identified by CCME members, thereby providing the opportunity for members to be exposed to the issues that are most relevant for marketers and their organizations. Unlike a conference, CCME membership is by invitation only. The meetings are professionally facilitated and much time is reserved for discussion—either with an invited external speaker or with other marketing executives. Furthermore, because of the intimate nature of CCME meetings, members are able to explore marketing themes, issues, and challenges to a greater degree. Each meeting has time allocated for members to table challenges and get feedback and solutions from their colleagues.

Who Should Join

CCME is for chief marketing executives who play a direct role in influencing corporate strategy in Canada's top private, not-for-profit, and public sector organizations. Members are the senior-most marketing executives in their organizations, who are accountable for overall marketing and brand functions.

“I have been a part of many marketing groups in the past, but this council has provided the best value for money.”

“I always bring something back from the CCME meetings and apply the themes and concepts to my team and others in my organization.”

Past Meeting Themes

- Big Data—Big Opportunities
- The Brand War: Challenges and Opportunities
- Gaining Competitive Advantage via Unconventional Marketing Thinking
- Integrating Social Media With Traditional Marketing Tools
- Marketing Your Organization's Good Corporate Citizenship
- Building Brands in a Digital World
- Using Customer Diversity and Segmentation Strategies to Your Advantage
- The War on Marketing Talent and Employee Branding
- Are You Playing Russian Roulette With Your Marketing? Harnessing the Power of Evidence to Make Better Marketing Decisions
- Marketing, Strategy, Growth, and the Role of the Chief Marketing Executive
- The Ultimate Customer Experience: How to Deliver Experiences and Create Relationships That Keep Customers Coming Back for More
- Are You Being Ignored?: Developing Content Marketing That Cannot Be Overlooked
- The Good, the Bad, and the Unknown—What Brands Mean and the Art of Creating Strong Ones



Exclusive Benefits of Membership

- **Become more effective** by connecting with senior marketing professionals from other leading Canadian organizations and learning from outside experts.
- **Save time** staying on top of the latest marketing issues through our meetings, webcasts, and updates in which we highlight the latest concepts from top thinkers and practitioners.
- **Build trusting relationships** with peers in highly interactive workshops to find practical, actionable solutions to organizational challenges.

- **Hear** from well-known thought leaders in the field to gain a thorough understanding and knowledge of best strategies and practices.
- **Access** leading-edge research and customized information services provided by The Conference Board of Canada's research resources to find answers to particular questions you and your organization have.
- **Test** your ideas on the most vital issues in a relaxed, forthright, and interactive manner.

CCME Features

- Two meetings per year, with themes determined by CCME members
- A webinar program featuring top-of-mind issues for chief marketing executives
- Access to Conference Board of Canada experts and related research
- Opportunities for members to deliver presentations that highlight their organization or a particular area of expertise
- Meetings that feature a combination of internal and external presenters

- Access to a CCME repository of archived meeting presentations
- An intact network of chief marketing executives to learn from and test ideas with
- Participation in a network of colleagues from private, not-for-profit, and public sector organizations across Canada
- A 50 per cent discount on select Conference Board of Canada conferences
- Opportunities to participate in Conference Board research studies and initiatives

“The intimate nature of the meetings allows us to explore challenges to a level I have not experienced in other venues.”

“Being able to discuss and receive advice from colleagues that understand the marketing business is a huge benefit.”



Apply for Membership

Participation in the CCME program: \$4,725

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