



Wednesday, March 10, 2010

The Hilton Toronto, Tom Thomson Room

Breakfast, Networking, and Registration 8:30 a.m.

Presentations from 9:00 a.m. sharp to 11:00 a.m.

**Vancouver 2010:
What Impact Did the Winter Olympic Games Have
On the Way the World Views Canada?**

The world has just had an intense, 17-day look at Canada. So what did it think? What impact have the billions of dollars that were spent to hold the Games had on the impressions and perceptions of our country, both within Canada and around the globe?

Millward Brown has the answers. Paul Gareau, Vice-President, Client Service will give seminar attendees an early read on the value of the Olympics with a presentation of an international study that shows who followed the Games, the media they used, their impressions of the event and the country, what they think of Olympic advertisers, and whether Canada is a country they'd like to visit.

Paul Street, Director of Research, CTV Inc., will discuss the media and measurement perspective on the Games with a comparative review of the Vancouver 2010 Winter Games versus Calgary 1988.

Join us to get an early overview of the consumer and media data collected following this momentous Canadian event.

Registration fees:
Member - \$84.00 (\$80.00+\$4.00 GST) Non-member - \$105.00 (\$100.00+\$5.00 GST)
Discount offer:
Three people from the same organization attend for the price of two.

Registration, Breakfast, and Networking at 8:30 a.m.

Register before March 8 by mail, phone 416-413-3864, fax 416-413-3879, or online at www.carf.ca

No cancellations ● Delegate substitution is permitted

Canadian Advertising Research Foundation
160 Bloor Street East, Suite 1005 ● Toronto, Ontario M4W 1B9

Name:Other Registrants:

Company:.....

Address:.....

.....Postal Code:.....

Tel:Email address.....

Registration - \$ x =

Plus 5% GST (#R100758911)