

## CMA - PowerPoint slides (June 18, Marketing Network Committee Meeting):



The Canadian Marketing Association  
MAKING MARKETING MATTER.



Marketing is a strategic driver of business success and the [Canadian Marketing Association](#) (CMA) can help you grow your business, increase your team's marketing knowledge and safeguard your industry marketplace.

- 400+ Corporate Members. All employees become members of CMA
- Our benefits: Promote, Learn, Advocate, Network & Standards
  - The CMA is truly a community-based association. We work to connect our members and provide opportunity to meet, build relationships, do business, learn and make new connections.
- We have been working hard through the pandemic to support our members. Check out our [Marketing Connected](#), [CMA Helps](#) and [event calendar](#) for resources open to both members and non-members in this difficult time

## Engage with CMA.



Currently offering non-members opportunities to engage!

### [Marketing with Purpose](#) | Partnered Webinar

Understand what we mean by Marketing with Purpose, why trust matters, and how it applies to your industry

### [Marketing Connected LIVE](#) | Interactive Conversation

Join John Wiltshire, President and CEO, CMA as he chats with Brady Hambleton, Chair, NFP Council and Kim Koster, Chair, Brand Council

### [CMAmartech](#) | Morning Event Series (Virtual)\*

Hear from leaders in the marketing and tech spaces

\*CMA registration required

