

About Our Speaker

John Amyotte

Digital Marketing Specialist,
Microsoft Canada

In his role as Digital Marketing Specialist for Microsoft Canada, John is responsible for working with Digital Agencies and customers across Canada helping them leverage the Microsoft platform to deliver an innovative and modern, multi-channel, digital strategy. John has over 12 years' experience in the application of innovative web, social, and collaboration solutions in Canada and the United States. Prior to joining Microsoft, John was Country Manager for a leading ECM software company.



**International Association of
Administrative Professionals**

Fraser Valley Chapter

www.iaap-fraservalley.org

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**Wednesday
March 28, 2012**

Employer Appreciation and Executive Night



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www.iaap-fraservalley.org
www.iaap-hq.org

Going Digital!

How on-line channels are becoming the way to engage and service customers.

Find out how consumers use of technology impacts how we engage with customers via digital channels, and how the corporate website has evolved to be the critical digital medium to communicate and service customers, while portraying your corporate brand. Learn about topics like social integration, conversion, and the changing role in the office of the CMO.



Evening's Agenda

Networking

Introductions



Buffet Dinner

Dessert
Tea, Coffee



Keynote Speaker

Business Meeting

Door Prizes

Adjournment

Meeting Registration

RSVP registration to:
iaapfraservalley@gmail.com by
Thursday, March 22, 2012

PAYMENT OPTIONS:

PAYPAL:
www.iaap-fraservalley.org

CASH OR CHEQUE:
At the door (Cheque payable to IAAP Fraser
Valley Chapter)

CANCELLATIONS:
Notice of cancellation made after Thursday,
March 22, 2012 will be invoiced.

VENUE:
Guildford Golf and Country Club
7929 152nd Street, Surrey, BC

AGENDA:
5:30 pm Networking / 6:00pm Dinner
6:30 pm Keynote Speaker

COST:
\$35.00 Members/ \$40.00 Non-Member