



[MARCOM Professional Development 2015](#) , a production of the Centre of Excellence for Public Sector Marketing, now in its 17th season, will take place

June 10 & 11, at the Shaw Centre

(formerly Ottawa Convention Centre). This national forum brings together marketing and communications professionals from the public and not-for-profit sectors to learn about the latest, actionable best practices, and future directions. This year's theme, *Keeping Pace in a Digital World*

, emphasizes how important it is to change our approach to our marketing efforts and to consider the enormous opportunities to connect and engage in a world that waits for no one and will forget those who fight the realities of marketing today. The forum will open on June 10 with an inspiring Keynote from

Fab Dolan, Head of Large Advertiser and Agency Marketing, Google Canada

; and on June 11 you'll hear about "The Soul of Marketing" from a legend,

Kenneth Wong, The Distinguished Professor of Marketing, Queen's University, School of Business

A clear and important focus every year is social marketing and behaviour change. From an intensive pre-forum workshop on June 9, **Introduction to Social Marketing Planning**, delivered by Jim Mintz; to hearing about

Thunder Bay District Health Unit's first foray into social channels

by Steven Bill; to a closing Keynote by Scott Chisholm, Founder of the

Collateral Damage Project

who has taken on mental health and the stigma of suicide and made it his mission to create real social change; attendees will walk away satiated! Participants can attend a mini-workshop with Scott on June 10 to discuss and learn about his social change project and the massive following he had created. Surrounding these and other related sessions are the key marketing and

communications sessions and mini-workshops on social network analysis, branding, marketing tools, risk communications, video interviewing, change management. There is much to take in and more to come.

Stay tuned at www.marcom.ca for the latest details.