



FOR IMMEDIATE RELEASE

Vancouver, BC October 11, 2002 – The British Columbia Chapter of the American Marketing Association (BCAMA) proudly presents its first Speaker Series event of the season...

Great Careers Don't Just Happen:

A Panel Discussion on Taking Your Marketing Career to New Heights

- Is it better to be a generalist or a specialist?
- How do you make the jump from junior to mid-level management?
- Can you secure career growth in Vancouver's "branch office" marketplace?
- How do you brand yourself in today's competitive job market?

Event Moderator



Dr. David C Thomas, Professor
International Management
Simon Fraser University

Panel Members



Catherine Van Alstine, Partner
Ray & Berndtson Tanton Mitchell
The Premier International Executive Search Firm



Jeff Abram, President
SearchWest
Bringing People and Opportunities Together



Bruce MacKenzie, Managing Partner
Chapman & Associates
Recruitment, Executive Search and Human Resource Consulting

Wednesday October 23, 2002

Breakfast and Registration: 7:00AM - 7:30AM

Seminar: 7:30AM – 9:00AM

Four Seasons Hotel, 791 West Georgia Street, Vancouver BC

Pre-event Registration

BCAMA Members \$30

Season Tickets – 1

Non-Members \$45

Student Members \$15

Onsite Registration

BCAMA Members \$35

Season Tickets - 1

Non-Members \$50

Student Members \$20

Register TODAY at www.bcama.com or call the BCAMA Office at 604.983.6262. Limited Seating.

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For more information, please contact:

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