**CANTO 2nd Annual Marketing Forum**

**Recommended Action Items**

**For CANTO Marketing Committee Meeting   
February 26, 2015**

1. Melissa Harris is actively marketing the conference for speakers, exhibitors, sponsors and attendees so the following recommendations are of an urgent nature
   * **Refer to attachment** with list of operator and vendor invitees globally and from CALA
2. Email blasts from CANTO
   * Received an email from CANTO today advertising the annual conference
   * The link in this email for the Marketing Forum does not work
   * The link needs to be made functional and taken to the same page users can access from the CANTO Home Page on the tab for the 2nd Annual Marketing Forum
3. CANTO Home Page
   * The content accessible via the tab for the 2nd Annual Marketing Forum needs to be updated with the following information as soon as possible:
   * This content will need to be replaced when we can develop an agenda showcasing the speakers, sponsors and exhibitors
4. Fee Structure (also refer to the following item 5)
   * After review of pricing ideas by Melissa Harris, need approval of fee structure to post on Home Page for:
     + Attendees
     + Sponsors
     + Exhibitors
5. Marketing Plan Submitted for AGM in January 2015
   * Need feedback and approval for marketing ideas and pricing in sections 5 & 6