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## Marketing Committee Meeting

**Date:** Tuesday September 22, 2015

**Time:** 10.30am – 1.00pm

**Place:** Holiday Inn, 100 Howland Dr, Huntsville, ON P1H 2P9

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### Agenda

- Welcome and Introductions (5 min)
  - Brief review of strategy for new members (10 min)
  - Update on results YTD (Partnership) (45 min)
  - MTMA marketing update (15 min)
  - OTMPC marketing update (15 min)
  - Break
  - Google Adwords Strategy Alignment with MTMA (20 min)
  - RTO Competitive Landscape Analysis (15 min)
  - On the Horizon: UK / United States targeting (15 min)
  - Round Table (TBD)
  - Adjourn
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