



**Truly innovative learning
where the case study
comes alive!**

From Nature to Market: The Maple Sugar Bush Experience

**March 30 - April 2, 2003
St-Sauveur des Monts
(Laurentien Mountains) Québec**

**The Marketing
Educational
Experience !**

**Educational
Highlights:**

**Product Lifecycle
Management -
Product
Conception to
Market Delivery**

**Market
Segmentation &
Positioning**

**Planning,
Evaluation &
Brand
Management**

**Live Case Study
Application**

**Amazing
Team Discounts
See Page 6**

**A Unique Marketing
Training Retreat at an
Exceptional Location
Fresh Air & New Ideas
Combined!**



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Logical Process Corp. leaders in Business Process & Best Practices have teamed with K.inc Marketing Management to deliver the Ultimate Marketing Educational Experience.

No other marketing training in North America provides as much substance and hands-on experience on how to successfully implement a process-centred approach to product life-cycle management. This programme applies the concepts within an actual business perspective.

Who Should Attend:

- Entry level marketers for consumer or industrial products
- Industries who want to introduce marketing logic
- Marketers who are considering implementing product lifecycle management

About Our Approach:

Most of us only see a small part of the product lifecycle from product concept through delivery to market. Our ability to successfully sell products to customers is often hampered because we do not have a complete view of the product lifecycle. Through a combination of facilitated sessions and in the field experience, using an actual production maple forest, we will provide you with the product lifecycle management fundamentals you need to be successful.

Amazing
Team Discounts
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● Your Facilitation Team:



E. Sandra Simpson

Sandra Simpson is Managing Partner and CEO of Logical Process Corp, a company that provides business process services internationally to customer-focused organisations. She is the founder of Support Services in Canada, a non-profit association that provides free information and services to the Canadian support services industry, through an extensive website and sponsorship of conference programmes across Canada. Sandra is also a founding member and active in a number of best practise and customer service related associations in Canada. A firm believer in business process, best practise and shared learning, she is a frequent speaker and workshop presenter at international conferences and is a contributing writer to a number of industry publications.

Jeffrey Simbrow

Jeffrey Simbrow is the founder of Jeffrey Simbrow Associates. (JSAI), which has grown over the past 15 years to become one of Canada's top tier full-service marketing and communications companies. Jeff now dedicates most of his time to train marketers to become "marketects". He has a passion for marketing and has thrived on the challenge of teaching and encouraging marketers to achieve high standards of professionalism. Jeff has now trained more than 2500 marketing executives worldwide with his internationally acclaimed training programmes for industries as diverse as healthcare, brewing, entertainment, financial services, professional sports, food industry and packaged goods. He has taught the Advertising and Marketing Program for MBA students at York University Schulich School of Business, where he is a graduate.



David Kincaid

David Kincaid is the Principal of K.inc Marketing Management, a firm that provides marketing training and strategic planning to a broad selection of industries. David is the former Chief Marketing Officer for Corus Entertainment where he managed many successful brands within their animation powerhouse, Nelvana. Prior to Corus, he spent many years with Labatt where his team was responsible for strategic development and execution of all marketing programs for Labatt's key consumer brands, including over 25 award-winning brand advertising and promotion campaigns. David now focuses on transferring his years of passion to other marketing managers, providing skills and loyalty to brands around the world.



Get some fresh air!
Learn new skills!
Network with peers!

Early Bird
Discounts
&
Complimentary
Ski Pass

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Register Now!

www.logicalprocess.com
register@logicalprocess.com
416.410.7266



From Nature to Market: The Maple Syrup Experience

March 30 - April 2, 2003

Retreat Agenda

Sunday March 30, 2003

Noon - 10:00 p.m.	Arrival at Manoir St-Sauveur - Get out and use your ski pass!
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Monday March 31, 2003

7:00 - 8:00 a.m.	Networking Breakfast
7:00 - 12:00 p.m.	Registration & Customer Service Open
8:00 - 9:15 a.m.	Introduction to the Maple Sugar Bush Experience
9:15 - 10:15 a.m.	Marketing Basics
10:15 - 10:30 a.m.	Morning Break
10:30 - 11:00 a.m.	Brand vs. Property
11:00 a.m. - 12:00 p.m.	Product Lifecycles
12:00 - 1:00 p.m.	Lunch
1:00 - 1:30 p.m.	Departure for Maple Sugar Bush
1:30 - 3:30 p.m.	Product Lifecycles & Process Observation & Assessment
3:30 - 4:00 p.m.	Departure for Manoir Saint-Sauveur
4:00 - 5:30 p.m.	Maple Sugar Bush Debrief & Cocktails
6:00 - 8:00 p.m.	Networking Dinner

What to Wear

**During Sessions:
Maple Sugar Bush:** **Casual Attire - We want you to feel comfortable**
Winter coat/ski parka, flat-soled lined winter boots - no high heels, hat, gloves/mittens, scarf, ski/snow pants are also recommended. You will be outside walking over a hill-side forest so dress warmly. If you own a pair of snowshoes - bring them with you!

During Dinner: **Business Casual is recommended for Tuesday**

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Retreat Agenda

Tuesday April 1, 2003

7:30 - 9:00 a.m.	Networking Breakfast
8:30 - 5:00 p.m.	Registration & Customer Service Open
9:00 - 9:30 a.m.	The Planning Process
9:30 - 10:15 a.m.	The Marketing Plans
10:15 - 10:30 a.m.	Morning Break
10:30 a.m. - 12:00 p.m.	Key Issues & Business Challenges Workshop & Presentations
12:00 - 1:00 p.m.	Lunch
1:00 - 2:30 p.m.	Objectives, Strategies/Tactics Workshop & Presentations
2:30 - 2:45 p.m.	Afternoon Break
2:45 - 4:15 p.m.	Financials, Budgets & Activity Calendar
4:15 - 4:30 p.m.	Day 2 Wrap-up
5:30 - 6:00 p.m.	Departure for Dinner
6:00 - 8:00 p.m.	Out on the Town - Dinner à la Française
8:00 - 8:30 p.m.	Departure for Manoir Saint-Sauveur

Wednesday April 2, 2003

7:00 - 8:30 a.m.	Networking Breakfast
8:00 - 4:30 p.m.	Registration & Customer Service Open
8:30 - 10:15 a.m.	Positioning Workshop & Presentations
10:15 - 10:30 a.m.	Morning Break
10:30 a.m. - 12:00 p.m.	Develop/Communicate Agency Brief Workshop & Presentations
12:00 - 1:00 p.m.	Lunch
1:00 - 3:00 p.m.	Develop & Evaluate Strategic Concepts
3:00 - 3:15 p.m.	Afternoon Break
3:15 - 3:45 p.m.	Smarter Decisions with Marketing Research
3:45 - 4:15 p.m.	Quarterly Reporting & Monthly Status Reports
4:15 - 4:30 p.m.	Day 3 Wrap-up & Marketing Retreat Closure

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The Maple Syrup Experience Retreat **\$2895.00 Cdn**

This package includes 3 nights accomodation (March 30, March 31, April 1), all meals, course activities and course materials.

Early Bird Registration Special Rate **\$2595.00 Cdn**

To take advantage of the Early Bird Registration Special Rate of \$2595.00 Cdn you must register and pay prior to February 1, 2003. This package includes 3 nights accomodation (March 30, March 31, April 1), all meals, course activites and course materials.

Bonus! - Complimentary Ski Pass

Register and pay prior to January 15, 2003 and you will also receive a complimentary downhill ski pass, a \$42.00 value, which gives you access to 5 ski mountains (Mont Avila, Mont St. Sauveur, Ski Mont Gabriel, Ski Morin Heights, & Mont Olympia). Come a day early or stay a day later and take advantage of your ski pass! See information on this page about Additional Night Stays.

Spousal Registration **\$449.00 Cdn**

Bring along your spouse! Saint Sauveur is a resort village with skiing (both downhill and cross-country) and great shopping available. The Manoir Saint-Sauveur is a 4 Star hotel complete with a full service spa, pool and exercise facilities. This package includes 3 nights shared accomodation and all meals.



Logical Process Corp.
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CANADA
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www.logicalprocess.com

Early Bird Special

Register prior to January 15, 2003 and receive a complimentary ski pass which gives you access to 5 ski mountains!

Team Discount

Bring three or more members of your marketing team and save 15% off the price of your combined registrations.

Registration

Online: www.logicalprocess.com
Email: register@logicalprocess.com
Phone: 416.410.7266

From Nature to Market: The Maple Syrup Experience Location

This retreat will be held at the 4 star hotel Le Manoir Saint-Sauveur, 246, chemin du Lac Millette, Saint-Sauveur, Québec, which is located approximately 45 minutes north of Montréal, Québec.

Additional Night Stays

3 nights of accomodation are included in the course fee. Should you wish to arrive earlier or stay later a special room rate is available to you of \$142 per person per night, single occupancy, or \$77.50 per person per night, double occupancy (includes accomodation, breakfast and service charges - taxes not included) To reserve additional nights and to receive this rate, please call Le Manoir Saint-Sauveur directly at 1.800.361.0505 and reference Logical Process.

Payment

Logical Process must receive payment with your retreat reservation. Payment accepted by VISA, Mastercard, or certified cheque. GST# R-889358230

Substitutions And Cancellations

You can substitute an attendee at any time. Logical Process Corp. must receive a cancellation in writing (register@logicalprocess.com) no later than 21 business days prior to the Retreat start date. You will receive a refund minus an administration fee of \$250 plus taxes. Refunds are not available after March 7, 2003.

No Shows

No refunds are made if notification is not sent in writing and acknowledged by Logical Process in advance of the 21-day cancellation date.