

Ontario Bingo Development Fund Update

May 6, 2009

MARKETING WORKSHOP - Tuesday, May 26th – Valhalla Inn, Etobicoke

The first Marketing Workshop will be held on Tuesday May 26th in the *Viking Room* at the Valhalla Inn in Etobicoke from 10:00 AM to 4:00 PM. This will be a full-day session covering the basics of marketing and promotion with an interactive component that will assist you in the development of your Marketing Plan. This is the first of a series of workshops that will be made available to the industry. This session is targeted at Hall Managers and HCA Executives who have the responsibility for developing the marketing/promotions plan. The session will be led by Alan Flint, Vice President, Membership Marketing and Services for the Canadian Marketing Association. In order to provide an effective learning experience, the number of participants will be limited to 25. **There is no cost for this session but you must register ahead of time. Please register by May 20th by contacting Eleanor Hicks at hicks.e@rogers.com or call 905-840-4093.**

NOTICE OF MEMBERS' MEETING – Monday June 22nd – Valhalla Inn, Etobicoke

The OBDF Board of Directors has called a Members' Meeting for Monday June 22nd. Meeting will be held in the *Norwegian Room* at the Valhalla Inn in Etobicoke from 1:30 PM to 4:00 PM. The purpose of the meeting is to have a face-to-face discussion about the current initiatives and to seek your input on suggestions for the Fund. We will have a teleconference link-up available for those who would like to participate but are not able to travel. **Please register by June 15th for the meeting and indicate whether you will be attending in person or participating by phone. We will send out the call-in numbers following registration. To register please email Eleanor Hicks at hicks.e@rogers.com or call 905-840-4093.**

BRING A BUDDY CAMPAIGN

The Bring a Buddy initiative is well underway. All of the creative materials are now in production for this campaign that will roll out in June. **The 'Bring a Buddy to Bingo' promotional kits are scheduled to be shipped out May 21/22 for arrival May 22-25.** If you have not received your kit **by May 26**, please contact Marian Magrane (magrane@sympatico.ca or 416 938 9468) or Elaine McDougall (elaine.mcdougall@draftfcb.com or 416 545 5670) immediately.