



Family Mediation Canada / Médiation Familiale Canada

Marketing Committee Report
Prepared for the 2015 FMC Annual General Meeting
on Saturday, November 14, 2015

The Marketing Committee would like to thank FMC's Operations Manager, Carrie Cekerevac for her valued assistance, and FMC board all the committee members for their continued support and knowledge.

The board members were asked to send in to the committee any marketing materials that would assist our members in promoting their mediation practice. Much gratitude to those who provided the committee with their favorite mediation practice tools, for sharing openly documents that they each value as great marketing materials.

The FMC board of directors approved a marketing project in which two MBA students from Wilfrid Laurier University, Ontario took an inside look at our organization using their expertise and skill set to review our current marketing policies and website. The end result we are proud to say is a workable Marketing Plan report. The Marketing Plan report was presented to FMC's board at a monthly meeting on July 15th, 2015. The Marketing Plan report will be reviewed further by the board at this year's retreat in Vancouver, British Columbia. Special thanks to Carrie Cekerevac, Mattie Mayakrishnan, and Lee Anne Nymeyer. Well done!

Brenda Arseneault provided the FMC office with materials on Marketing, Newsletters, Webinars and potential Customer Service Satisfaction Survey.

The Marketing Committee will continue working together to promote FMC using their guided principles and policies.

Committee Members: Keith Wallis, Karen Stewart

Respectfully submitted,

Brenda Arseneault
Marketing Committee Chair
Family Mediation Canada