



URBAN DEVELOPMENT INSTITUTE - PACIFIC REGION  
Professional Development Event

**Tuesday  
Dec 1, 2009  
BREAKFAST**

7:30 am  
Registration and  
Breakfast

8:00 - 11:00 am  
Presentations and  
Q & A

**Hyatt Regency**  
Regency Ballroom  
655 Burrard Street  
Vancouver, BC

**Please fax this  
form or mail it  
with a cheque to:**

**Urban  
Development  
Institute  
- Pacific Region**  
200-602 West  
Hastings Street  
Vancouver, BC  
V6B 1P2  
T. 604-669-9585

**F. 604-689-8691**

## EXTENDED BREAKFAST SEMINAR

# Real Estate Development Marketing in the New Economy

*Consumers have changed.  
Have you changed how you talk to them?*

Today, while traditional media works to reinvent itself, and new media has become mainstream, consumers are becoming more and more challenging to reach.

Join industry experts as we take the pulse of real estate development marketing in the new economy.

### SPEAKERS:

*Sell the Truth & Be The Media: New Economy Real Estate Development Marketing*

**David Allison**, Partner, Braun/Allison Inc.

*Research Findings on Current Trends in Consumer Behaviour*

**Hanson Lok**, Senior Research Manager, Ipsos Reid

*The Reinvention of Traditional Media: Where to From Here?*

**Kirk LaPointe**, Managing Editor, The Vancouver Sun

*Mobile Marketing: The Next Big Thing*

**Amielle Lake**, President and CEO, Tagga Inc.

*Measuring ROI for Social Media and Online Marketing*

**Chris Breikss**, President, 6S Marketing

Proudly sponsored by:





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**REGISTRATION PAGE**

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**\$70 UDI Members**  
**\$90 Non-Members**  
*Price includes GST*

**BILLING INFORMATION**

MEMBER COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_ FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

PAYMENT (Pls. circle)    CHEQUE    VISA /MC/AMEX    INVOICE

VISA/MC/AMEX# \_\_\_\_\_

EXPIRY DATE \_\_\_\_\_

NAME ON CARD \_\_\_\_\_

*If you wish to receive confirmation of registration or a receipt, please contact our office at 604.669.9585. Cancellations must be received 48 hours prior to the event or payment will be required. Substitutions are allowed.*

**NAMES OF ATTENDEES**

**Please print below**

NAME (& COMPANY if different from above)	NAME (& COMPANY if different from above)
1	6
2	7
3	8
4	9
5	10
Non-member guests: Company:	Non-member guests: Company: