

Press Release: CAM-I presence at the CPA Canada Annual Conference

CPA Canada's annual THE ONE Conference was held on October 1-3 in Halifax, Nova Scotia. The theme of this year's conference was Sustainability through Adaptability. There were 1350 overall attendees and 38 exhibitors. CAM-I decided to support the CPA Canada membership and participated for the first time as an exhibitor.

Mike Haley and Derek Sandison, Landmark Decisions, presented a session titled "A Collaborative Approach to Effective Operational Planning & Budgeting" on the first day in the Management Accounting track. This session, as well as focusing on CAM-I's "Closed Loop" methodology, created a general awareness of CAM-I and the current research being undertaken.

Since Ashok Vadgama was unable to attend the conference because of conflicting meetings in UK, Mike and Derek volunteered to develop and source promotional materials, as well as set up and staff the CAM-I exhibit during the conference. See enclosed photographs.

The CAM-I exhibit looked very professional and fitted in well with the other exhibitors. The overall exhibit area was well managed and well attended. The CAM-I exhibit was also attended by CPA Canada current and past CAM-I members.

Interest in CAM-I was shown from several organizations and individuals, specifically:

- Government Agencies (Defence, Energy)
- Private Sector (Mining, Transportation)
- Academia

Overall, as well as the possible membership interest, the investment in CAM-I exhibiting at the conference provided some key benefits:

- Created exposure of the CAM-I name in Canada
- Strengthened the overall CAM-I/CPA Canada partnership
- Increased CAM-I name recognition to the CPA Canada member attendees (both in Landmark's session and the exhibit)
- Created credibility for some possible speakers for future CAM-I general sessions
- As a by-product - developing highly portable and quality materials for exhibit capability

Davinder Valeri, Director Strategy, Risk & Performance at CPA Canada comments:

"I believe that CAM-I's participation at the ONE was a great opportunity to showcase CAM-I and their strategic partnership with CPA Canada."



Mike Haley, Landmark, setting up the CAM-I exhibit



Davinder Valeri, CPA Canada and Derek Sandison, Landmark



Exhibit area traffic