

# CMKG LIVE!

*Category Management Boot Camp  
February 21–23, 2012*

In today's market, capability = competitive advantage. Don't miss *3 days of intensive training* from leading category management professionals, Sue Nicholls and Michelle Patterson. Get in tiptop shape with CMA-accredited training and *instant certification*.\*

## CPCA

**CERTIFIED PROFESSIONAL CATEGORY ANALYST** This unique opportunity includes a foundational 9-course program executed at our Elite Level including an application-focused case study. Through a combination of eLearning and classroom training, participants meet all of the requirements of the Category Management Association (CMA) at the CPCA level and receive 1-year access to CMKG COURSES and CMKG COMMUNITIES in our online LEARNING CENTER.

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## CPCM

**OPTIONAL CPCM UPGRADE:** Include the Certified Professional Category Manager program level in your registration and get access to special CMKG LIVE! training sessions plus 14 intermediate, self-paced courses. Upgrade may also be purchased after the event.

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## PROFESSIONAL DESIGNATION

**OPTIONAL CMA CERTIFICATION:** The Category Management Association will have representatives at the event able to provide immediate CPCA certification\*. Successful completion and testing qualifies attendees for certification; certification is not required; additional fee applies.

\* Certification by the Category Management Association (CMA) is available immediately upon successful completion of the training and can be paid for during the event. The cost for certification is at the discretion of the CMA, and is not paid at the time of registration.



## LOGISTICS

### Greater Toronto Area

Delta Meadowvale Hotel  
6750 Mississauga Road North  
Mississauga, Ontario

## COST TO ATTEND

CPCA	\$1,600
CPCM upgrade	\$1,200

Registration deadline is  
Friday, February 10, 2012

A 10% Early Bird Discount is available until January 13, 2012.

*Please note that prework is required. Allocate 4 hours time in the 2 weeks preceding February 21, 2012.*

## Register online

<https://www.cmkglearningcenter.org/purchase/courses.asp>

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