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EDITORS: Coverage Invited

For Immediate Release

Top Marketers to Share Experience
With Regional Students at WLU May 5

More than 300 students from grades 11 and 12 in Waterloo Regional marketing classes will attend a convention May 5 at Wilfrid Laurier University with some of Canada's top experts in the marketing field.

They will be attending MIND '76 (for Marketing in New Dimensions), a joint project of Wilfrid Laurier University, the Kitchener-Waterloo Sales and Advertising Club, and the Waterloo County Board of Education.

Students will register just before 9 a.m. on campus, receive their badges and kits, then disperse to lecture halls. Each student-delegate will have an opportunity to hear two presentations.

Speakers will include top marketers from Union Gas, McDonald's Fast Foods, J.M. Schneider, CHYM radio, the Scotia Bank, the Department of Industry and Tourism and a marketing professor from the WLU School of Business and Economics.

Speaker at a noon luncheon will be Michael Jaycock of the Russell T. Kelly Advertising Agency of Hamilton, who will outline advertising creativity in the firm's successful recent promotions: the Home Bread project in the United States.