

Return the Registration Form along with an indication of how payment will be made to:

Email: epd@smu.ca

Fax: 902-420-5284

Mail payment only to: APACUE/AEPUA 2007 SPRING FORUM

CONTINUING EDUCATION

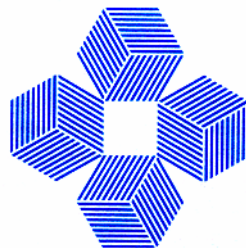
Saint Mary's UNIVERSITY
923 Robie St.
Halifax, NS
Canada B3H 3C3

MARKET TRENDS

Although we are all aware of the adage “everything we do is marketing”, few of us take into account the diversity of our population and the necessity of equally diverse message making techniques. Understanding the drastic differences between generations, particularly in terms of how each relate to contemporary society is of central importance in our marketing approaches. Whether you're a boomer or an X'er, there is no such thing as too much knowledge of our various target markets. UNB will lead the presentation.

PODCASTS

Cape Breton University will discuss course design using technology – podcast. This podcast features Diane Zorne and Kelly Parke, of York University. They are considered leaders in the field of course design utilizing podcasts. You will have the opportunity to learn about the ways in which technology, specifically podcasts, can assist students and faculty in reaching their learning goals whether they are on campus or not.



APACUE/AEPUA 2007 Spring Forum & AGM

April 19 – 20, 2007

Saint Mary's University

Sobey Building, 4th floor
903 Robie St.

Halifax, NS

Hosted by



One University. One World. Yours.

The Program

Thursday, April 19	
11:00 – 12:00	Atlantic Deans & Directors and APACUE Executive Meeting
12:00 to 1:15	Lunch – Meet and Greet
1:15 – 3:00	Round Table – Attending Institution Representatives highlight an activity (new program, new marketing initiative, new technology)
3:00 – 3:15	Refreshment Break
3:15 – 4:00	Roundtable Discussion (Continued)
4:00 – 4:15	Review and Reflection
6:00 - 8:00	Reception / Dinner Joyce Kennedy Awards & presentations
Friday, April 20	
9:00 – 10:15	APACUE Annual General Meeting
10:15 – 10:30	Refreshment Break
10:30 – 12:15	Professional Development Session: Market Trends, UNB presentation, see description provided
12:15 – 1:15	Lunch
1:15 – 3:00	Professional Development Session: CBU presentation, see description provided
3:00 -3:15	Wrap Up

Please Register

by March 19, 2007

Send or fax the Registration Form to

APACUE/AEPUA 2007 Spring Forum

Saint Mary's University Continuing Education
923 Robie Street, Halifax, NS
Canada B3H 3C3
(902) 420-5638
Fax: (902) 420-5284

Registration Fee

\$200 plus HST
payable to Saint Mary's University

Where to stay: Book by March 19,2007

The Prince George Hotel

1725 Market Street, Halifax, Nova Scotia

Tel: (902) 425-1985 or 1-800-565-1567
Fax: (902) 429-6048

www.princegeorgehotel.com
Reservations: 1-800-565-1567

Rooms \$129 plus tax for APACUE Attendees

2007 APACUE/AEPUA Spring Forum & AGM – Registration Form – Please submit by March 19, 2007

First Name

Last Name

Institution

Address

City/Province

Postal Code

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Expiry Date

Signature Required

Will _____attend Reception. Note any allergies _____

See submission information on the reverse side.

Please enclose payment and return to: APACUE Spring Forum, Saint Mary's University