



ETHICS CANADA LTD.

Administrator/Marketing Specialist

EthicsCAN is promoting a wide ranging skills-focused, education program including courses, webinars and learning circles in the period October 2013-May 2014. This is the single largest specialty offering in this field anywhere in Canada. The successful offerings will be replicated regularly, the more popular in as many other centres as the market will bear.

The duties of the part-time Administrator/Marketing Specialist position are:

1. To review program and offer advice and strategy in terms of the current program but especially post 2014 developments.
2. To monitor registrants and recommend changes and expansion of offerings where appropriate
3. To work with presenters to prepare webinar transcripts, pre-course binders, course PowerPoint presentations, co-ordinate travel arrangements, and answer public inquiries as appropriate
4. To work with venues like hotels, caterers and AV/IT provisioner resource material providers as needed, including procurement or supply of presentation materials (for courses, this includes flip charts, binders, name tags, sign in sheets, et cetera)
5. To work with related associations, professional bodies to promote these programs

6. To work with social media to expand awareness of our program

Status:

1. The courses (15) and webinars (10) and learning circles (4) are posted on the website, registration is enabled, and presenters have confirmed their involvement
2. Academic professional credits are being negotiated with professional and licensure bodies like the Law Society of Upper Canada, IPAC and College of Physicians and Surgeons.
3. Cross promotion offers to 12-15 organizations or higher profile corporate responsibility web-sites have been initiated, including listing on their site, in their e-mails, links to specific courses on our site, et cetera. Examples are AMCTO, OHA, CBERN, EthicsCentre, CBSR, Green Toronto, Federation of Canadian Municipalities, CUI, HRPAO, and JCB.
4. Four hotels in Toronto have submitted quotes, no decision or contract signed. No sites investigated or chosen yet in Ottawa, Calgary, Vancouver or the UK.

Constraints:

1. The position is part time and on demand
2. The projected revenue stream from most courses is small: typical attendance 8-15
3. The Learning Circles are development in purpose, rather than contributing to revenue stream

Financial Model:

1. Cancel programs with less than 6-8 registrants

2. 100% of revenue from first five registrants to EthicScan; 100% of revenue from next five registrants (6 through 10) to course developer/lead presenter; 75-25 split on all registrants above 11, with 75% presenter-25% EthicScan

Date: 26 Aug 2013