

Bernie Colterman
Managing Partner, CEPSM
Curriculum Vitae

Profile Summary:

Bernie Colterman is Managing Partner of the Centre of Excellence for Public Sector Marketing (CEPSM) and President of the Colterman Marketing Group, an Ottawa-based marketing solutions provider that helps public sector and non-profit clients drive better results from their marketing and fundraising initiatives. In the Fall of 2010, the two companies merged under the CEPSM banner to expand its suite of services to the government, non-profit and association sectors.

Bernie is highly regarded by the government and non-profit sectors for his expertise in the areas of strategic marketing planning, partnership development, exhibit / event management, revenue generation and sponsorship marketing. Through his consulting practice, Bernie provides strategic advice and planning services to a wide range of clients including Federal, Provincial and Municipal governments as well as many of Canada's most successful professional associations and non-profit organizations.

Bernie is a popular speaker at conferences and workshops related to the government and non-profit sectors and his articles are featured regularly in related publications.

Major Achievements:

- Launched the *Centre of Excellence for Public Sector Marketing* as a professional solutions provider to the public and non-profit marketing communities;
- Developed the *Professional Certificate in Public Sector and Non-Profit Marketing* through the Sprott School of Business to advance the discipline of marketing in the public and not-for-profit sectors;
- Conceived and developed a *Partnership Assessment Model* that is used to capture the value of advertising and other marketing communications benefits exchanged through sponsorships, partnerships and other commercial collaborations;
- Launched the highly acclaimed *Designing and Selling Your Sponsorship Program, Advanced Sponsorship Planning* and *Revenue Generation Boot Camp* workshop programs, attended by hundreds of professionals across Canada.

Summary of Work Experience:

City of Ottawa – Parks and Recreation – Recreation Manager

November, 1976 to April 1985

Managed a wide range of recreation programs and services including the City's Outdoor Recreation Programs

Lansdowne Park – Manager of Marketing and Event Services

May 1985 to November 1992

Managed activities relating to maximizing the use of Lansdowne Park facilities, liaised with all tenants using park facilities, coordinated event services and managed advertising and sponsorship revenue streams.

Central Canada Exhibition – Chief Executive Officer

November 1992 to December, 1996

Managed all aspects of the association and the annual eleven-day fair. Played a lead role in product development, marketing and revenue generation.

Colterman Marketing Group (CMG) Canada – President

December, 1996 to present

Manages the day-to-day activities of CMG Canada, offering a wide range of marketing and sponsorship products / services to government, not-for-profit and private sector clients.

Centre of Excellence for Public Sector Marketing – Managing Partner

August 2005 to present

Manages the activities of the Centre and provides a wide range of consulting services to public sector and not-for-profit clients.

Project Experience:

Marketing & Strategic Communications

- Developed a 5-Year Membership Strategy to help establish a new direction for the Canadian Housing and Renewal Association;
- Conducted a Marketing Audit on behalf of the Auditor General for Canada for the Canadian Commercial Corporation;
- Developed a Marketing Strategy to help transform the Public Service Commission into a cost-recovery operation;
- Developed a Marketing Strategy to assist the City of Burlington in the delivery of recreations programs and services;
- Developed a Marketing Strategy to launch a Nature Canada campaign to engage one million youth in nature activities;
- Developed an Internal Communications Strategy to assist the Canada Revenue Agency in launching a coordinated national outreach initiative;
- Developed a comprehensive Marketing Strategy to help Infrastructure Ontario market its financial services to Ontario-based municipalities;
- Successfully launched the Canada Pavilion Program, a Government of Canada marketing initiative to communicate face-to-face with Canadians;
- Developed an international Exhibit / Marketing Strategy to assist Agriculture and Agri-Food Canada in marketing Canadian food products world-wide;
- Developed a national Marketing Strategy on behalf of Natural Resources Canada to encourage Canadians to purchase more fuel efficient vehicles;
- Worked with the Youth Internship Program (Treasury Board Secretariat) to help them encourage increased take-up by federal public servants to become mentors for the program;
- Spearheaded an annual marketing campaign aimed at attracting an estimated 7,000 I.T. professionals to the annual GTEC WEEK event;
- Managed marketing activities to drive an estimated 12,000 business professionals annually to the Ottawa Business Show;
- Provides professional marketing consulting services to the government, non-profit and private sector. Clients include Public Works and Government Services Canada, Department of National Defence, Natural Resources Canada, Industry Canada, National Capital Commission, Province of Ontario, Public Service Commission, City of Ottawa and dozens of national associations.

Partnership and Sponsorship Development

- Conducted an assessment and valuation of corporate sponsorship and advertising opportunities for the City of Ottawa and developed a multi-year plan to roll out the program;
- Conducted a Naming Rights assessment for the Township of King;
- Developed and implemented a comprehensive sponsorship Strategy for the 2012 Alberta Winter Games;
- Developed and implemented a Partnership Strategy on behalf of the Public Health Agency of Canada to increase immunization rates in Canada;
- Developed a Corporate Partnership Strategy to help the Canadian Air Transport Security Authority reach travelers with information related to restricted carry-on items;

- Conducted an assessment of Parks Canada sponsorship assets that can be leveraged with potential corporate partners;
- Developed an In-Kind Services and Sponsorship Policy for the City of Ottawa to help them streamline processes for dealing with requests for assistance from outside groups;
- Conducted revenue generation assessments for national associations such as the Aboriginal Human Resource Council, Automotive Industries Association, Canadian Aviation Maintenance Council, Canadian Police Association, Canadian Parks and Recreation Association, Canada Safety Council, Ministry of Transportation (Ontario) and Professional Institute for the Public Service of Canada and developed strategies to increase revenues through sponsorships, affinity programs and conference activities;
- Provided strategic advice to launch a national partnership initiative between Public Safety Canada, First Responders and national retailers to encourage Canadians to better prepare themselves for emergency situations;
- Developed a national Sponsorship – Partnership Strategy for Citizenship and Immigration Canada to assist the department in recruiting private sector and media sponsors for a national campaign aimed at engaging Canadians in discussions and activities on various elements of citizenship;
- Developed a Partnership Strategy to assist the Ontario Public Health Association in communicating with youth about the risks associated with binge drinking;
- Spearheaded Industry Canada’s SchoolNet GrassRoots Campaign, a national collaborative effort between the Federal Government, Provincial Ministries of Education and the private sector. Raised \$4 million in private sector sponsorships to support the program;
- Developed a national Partnership Strategy with associations, education stakeholders and the private sector to extend the reach and impact of Canadian Heritage’s March 21 anti-racism efforts;
- Developed a national Partnership Strategy and Business Case Presentation to incorporate Parks Canada learning resources into the school curriculum;
- Spearheaded the Ottawa Pageantry Template Initiative, a multi-level partnership program aimed at enhancing Ottawa’s vibrant festival industry. Created the first-known Pageantry Manual for distribution across Canada;
- Developed a national outreach strategy with Legislative Assemblies, municipalities and the federal government to link Canada’s capital cities;
- Created a Federal Presence Strategy to better coordinate the Government of Canada’s presence at trade shows and events across Canada;
- Provided professional consulting services to improve accountability and results for the Government of Canada’s new sponsorship program. Conducted sponsorship valuations on more than 300 events nationally;
- Managed the Canadian Association of Defence and Security Industries annual CANSEC sponsorship program;
- Developed, implemented and managed GTEC WEEK’s \$500,000 annual sponsorship program;
- Managed Lansdowne Park’s \$1.1M annual sponsorship program;
- Managed the Central Canada Exhibition’s annual \$600,000 sponsorship program.
- Work with several high profile national organizations such as the Alberta 2012 Special Olympics, Canada Dance Festival, Canada Safety Council, Canadian Parks and Recreation Association, International City / County Management Association, Victorian Order of Nurses and Western Fair Association to assist them in valuating their assets and developing their sponsorship programs.

Exposition Management

- Developed a Marketing Strategy, Branding Strategy and Internal Sales Strategy for the Government of Canada Exhibitions Program;
- Through various National Standing Offers for Expositions Project Management Services, provided professional exhibit management services for more than 200 events annually;
- Producer of MARCOM, an annual marketing conference and trade show geared to the public and non-profit sectors;

- Played a key role in the planning and delivery of GTEC WEEK, a world class government technology event. Coordinated exhibitor services for more than 300 technology firms and government organizations, developed show learning content and special features;
- Spearheaded the launch of the Government of Canada \$5 million Exhibition Program, which exposed over 4.5 million Canadians to a wide range of government services over a six-month period;
- Coordinated the Canada Pavilion at the Summit of the Americas in Quebec City;
- Developed an Equipment Materials Strategy to better coordinate the federal government's presence at events nationally;
- Developed a Performance Measurement Framework for the Government of Canada Exhibitions Program.

Professional Training and Coaching

- Developed and launched a highly acclaimed national workshop program including *Designing and Selling Your Sponsorship Program*, *Advanced Sponsorship Planning* and *Essential Selling Skills Boot Camp*;
- Developed and launched a *Revenue Generation Boot Camp* to assist not-for-profits in maximizing revenue opportunities;
- Developed and delivered a certificate program to Service Canada personnel on Public Sector Marketing;
- Developed and launched the *Professional Certificate in Public Sector and Non-Profit Marketing* for Carleton University's Sprott School of Business. Faculty member for the two-day session on Partnerships, Strategic Alliances and Collaborative Arrangements;
- Developed and delivered the country's first post-secondary diploma program dedicated to the Festival and Event industry (Algonquin College – Ottawa),
- Developed and delivered the first Public Events Management Training Program for Government of Canada events personnel (Training and Development Canada),
- Developed and delivered "Successful Exhibiting Strategies" and "Successful Exhibiting Techniques" training for Government of Canada employees nationally (Communication Canada),
- Developed and delivered Sponsorship Training to the Government of Canada's new Sponsorship Program (Communication Canada);
- Develop and deliver customized Revenue Generation workshops for clients such as the Canadian Home Builders Association, City of Thunder Bay, Canadian Association of Exhibition Managers and Export Development Canada.
- Regular speaker at conferences related to Sponsorships, Partnerships, Marketing and Event Management.

Education

Algonquin College – Diploma in Leisure Management (1976)

Ontario Secondary School Honours Graduation Diploma

IAAM – Graduate of the internationally recognized Public Assembly Managers Program

Languages

English (primary)

French (elementary conversational)

References

Available upon request.