



Wednesday, February 21, 2018

TO: All Trade Partners

Re: 2018/19 LCBO Sale of Data Information and Training Session

Kyle Baker
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Merchandising

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Dear Trade Partners,

You are invited: The Sale of Data (SOD) team will be hosting an information and training session designed to answer your questions and guide you through the SOD subscription and data retrieval processes.

Session Outline

- SOD program overview
- Package details
- Subscription process
- Accessing data
- Understanding the data
- Key dates and FAQ
- Subscription assistance

Thursday March 1, 2018 – 1:30pm – 4:00pm, Marketing Lounge, 43 Freeland Street, 2nd Floor, Toronto ON, M5E 1L7

Additional sessions may be added based on registration numbers. First come, first serve

This session is limited to 40 attendees. Agencies may reserve a maximum of 2 tickets. This will be strictly enforced.

Please RSVP using the following link no later than 4pm on Monday February 26, 2018: https://www.surveymonkey.com/r/sale_of_data_reservation. Email confirmation will follow.

Thank you for your continued support of this program.

Questions regarding the SOD information and training sessions may be directed to saleofdata@lcbo.com.

Sincerely

Kyle Baker
Manager, Project Services

