

The word "SPARK" is written in a large, bold, red, italicized sans-serif font with a thick black outline. It is centered within a yellow speech bubble that has a black border and a halftone dot pattern. The background of the entire graphic is white with a black halftone dot pattern. A yellow lightning bolt with a black outline is positioned at the bottom left, pointing upwards towards the speech bubble.

# SPARK

SERIES FOR PROFESSIONAL AND RELATED KNOWLEDGE

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# GO BEHIND THE SCENES.

Ever wonder how TV commercials are made?

Join Arnold Worldwide's Kevin Shale for a  
start-to-screen look at how CVS/pharmacy®  
ads are conceived and created.

**TUESDAY, FEBRUARY 19, 1-3 PM**

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Featuring Kevin Shale, SVP/Executive Sr. Director, Arnold

Customer Support Center | 1 CVS Drive, Conference Room D

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RSVP to [spark@cvscaremark.com](mailto:spark@cvscaremark.com)



# GET THE DISH ON DIGITAL MOMS

Wonder what American moms are up to and how to reach them? Join eMarketer Principal Analyst Noah Elkin for a look at who they are, their shopping decision-making and habits, use of mobile and social, and media activities.

**FRIDAY, SEPTEMBER 27, 10-11:30 AM**

Noah Elkin, Principal Analyst, eMarketer

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