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Register Today!

On the CSMPS "New Website"

November 27, 2012

Four Seasons Hotel

791 West Georgia Street, Vancouver

5:30pm-6:30pm Registration/Networking

6:30pm-7:30pm Presentation

Light Snacks and Cash Bar

Pricing

\$20.00 Members

PRE-REGISTRATION required.

Register now at www.csmpls.com

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Have Ideas to Share?

Talk to us.

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CSMPS presents a Members Only Event

Are you Prepared?

Canada's New

Anti-Spam Law (CASL)

Tuesday November 27, 2012

Are monthly e-newsletters, promotional e-blasts, and holiday e-cards part of your organization's marketing campaign? If so, this is a session you do not want to miss as these strategies may be severely impacted by Canada's Anti-Spam Legislation (CASL), Bill C-28, which is slated to come into force in early 2013. CASL is designed to be one of the most stringent anti-spam regimes in the world. If your business regularly communicates with Canadian customers and suppliers electronically (electronic messaging, text messages, instant messages and social media), you will be significantly impacted.

Non-compliance with CASL requirements could result in penalties and private lawsuits. Prepare yourself with advice from Francis Chang of the law firm of Blake, Cassels & Graydon LLP at this **members-only** presentation, focusing on areas that directly impact business and address issues marketing professionals should be aware.



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Francis Chang, a partner in the Corporate and Information Technology groups at Blakes, advises a broad range of the Firm's local and foreign clients involved in various industries, including technology, media, renewable energy, manufacturing, resources and hospitality. His practice includes setting up joint ventures, representing issuers and investors in private equity financing deals, advising on cross-border transactions, and negotiating and drafting a variety of complex commercial contracts involving the development, licensing and acquisition of intellectual property and technology.

Francis has extensive experience dealing with the formation, management and dissolution of joint ventures, investments and strategic alliances in major Asian markets. He also has expertise in dealing with digital media, software, television broadcasting, production, program syndication and other media content matters.

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