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Register Today!

On the CSMPS "New Website"

October 17, 2012

Four Seasons Hotel

791 West Georgia Street, Vancouver

Registration/Breakfast 7:30 am

Seminar 8:00 to 9:00 am

Pricing

\$65.00 Members

\$85.00 Non-Members

Who Should Attend?

- Anyone responsible for approving and/or managing trade shows and conferences
- Marketing Directors/Managers
- Business Development Professionals
- Marketing Coordinators

PRE-REGISTRATION required.
Register now at www.csmps.com

Join CSMPS today

Thank you to our Sponsor:



CSMPS presents

Successful Trade Show Strategies & Tactics: Before, During & After the Show

Wednesday October 17, 2012

It's time to get beyond the basics and stop 'just showing up'. Trade shows are an integral part of marketing budgets - yet, how carefully do you craft your strategy to maximize your return at your industry exhibitions?

At this session you will learn practical tips on how to make the most of your next industry trade show. Speaker Louisa Davis will also share the latest trends with exhibitions.

Whether you are an exhibitor or an attendee, tradeshow and conferences provide a valuable opportunity to grow and market your business. Join us on October 17th to discover the strategies & tactics to help maximize your success.



Louisa Davis is an award-winning certified meeting professional (CMP). She holds a certification in meetings management (CMM) and has taught meeting planning at the Art Institute of Vancouver's Event Management Diploma program.

Get Involved!

Have Ideas to Share?
Talk to us.

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Louisa is the recipient of various awards for her innovative meeting planning approaches and leadership throughout her 25 years of industry experience.

A native of Montreal, Louisa began her career at the Montreal Board of Trade organizing seminars, exhibitions, and fundraisers. Since that time, she has worked for many noteworthy organizations. Her experience includes managing the distance education program, and the national meetings and exhibitions for the Metallurgical Society for the Canadian Institute of Mining, Metallurgy and Petroleum (CIM). She has also been the International Congress Manager for pharmaceutical giant F. Hoffmann-La Roche, and Sales Manager for Hilton's international call centre. For the past six years, Louisa has worked for PR1ME as Senior Project Manager, and Account Manager for Vancouver 2010 Winter Olympics, corporate, government, and non-profit association clients.

Winner of the 2007 *Planner of the Year* and 2008 *Innovation Award* from Meeting Professionals International BC Chapter, she has been very active in her industry association at the local, national and international levels.

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Cancellation Policy

Due to the financial commitments CSMPS must incur to provide our members with quality programming, cancellations are accepted until 3 business days prior to the event. No-shows and cancellations after this deadline will not be refunded. Thank you for your understanding and respect for this policy.

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