

# WORKSHOP

WHAT YOU NEED TO KNOW BEFORE YOU HIT "SEND"

## Marketing the CASL Way: How to Work within the New Canada Anti-Spam

**Thursday, August 7, 2014**  
**1:00pm - 3:00pm**

SpringHill Suites by Marriott Toronto Vaughan (Verona Ballroom)  
612 Applewood Crescent, Vaughan, Ontario L4K 4B4  
Members \$5 +HST  
Non-Members \$10 +HST



**ARE YOU READY?**  
**It's not too late!**

**This is a MUST  
ATTEND session - one  
that will have a BIG  
impact on the way you  
communicate and**

**The NEW Canada Anti-Spam legislation (CASL) went into effect on July 1, 2014.**

As a Chamber member, you need to be prepared. Attend this session to learn what you need to do in order to comply with the requirements of this legislation while ensuring your marketing activities work effectively and generate results.

- What CASL is and the permission guidelines of CASL
- The advantages of permission marketing
- How to grow your contact list within the guidelines of CASL
- What you need to do to comply with the new legislation
- Learn the practical elements of the new legislation

You'll get tips, best practices, tactics and stories from other businesses to help you be CASL-compliant and build your business. Bring your questions!

**Guest Speaker: Javed S. Khan** is an accomplished and engaging speaker, and as an Accredited and Authorized Local Expert for Constant Contact Inc. He has presented educational sessions to well over 6,900 business owners, entrepreneurs and professionals teaching the latest marketing trends & best practices.

He is also the Founder and President of EMpression: A Marketing Services Company that helps companies/ individuals bring their unique story to life through a strategic, collaborative, and creative process.



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