CASL Compliance Training | Workshop 2.0

CASL Faces Parliamentary Review - What’s working, what needs to change?

Get the latest insights from CASL experts and tackle some of anti-spam law's most challenging aspects in intimate groups of CASL practitioners. Begin the morning with a moderated panel discussion on the upcoming parliamentary review and potential changes to CASL. Followed by an Q&A the panel will provide you with the answers you are looking for.

Next - we’ll continue with the workshop - facilitated by CASL experts, in each group you will share your experiences and learn from your peers as you navigate real-world CASL scenarios together. Workshop groups will determine solutions with the guidance of their group leader and present learnings and solutions to all attendees. Scenarios may include:

- Social media
- Surveys
- Section 6(6)
- Third-party referrals marketplace.

Event Details:

Date
October 5, 2017

Time
8:00 – 11:00 a.m.

Venue
Stikeman Elliott LLP
199 Bay St. 5300 Commerce Court,
Toronto

Audience
- Marketers, agencies, CPOs, legal counsel and others who are working with compliance issues and its challenges.
- Marketing executives seeking insight into enforcement and learn more on how CASL will affect their marketing efforts.
- $89 members
- $129 non-members

All event sponsors receive the following benefits:

- Recognition on event website
- Recognition on all event day and pre-event marketing (on-screen visuals, programs, signage) and collateral
- Thank you from the podium
- One e-communication (link) to delegates through CMA event follow-up email

ADDITIONAL INFORMATION
To learn more, contact sponsorship@thecma.ca or 416-644-3753
CASL Compliance Training | Workshop 2.0

Sponsorship Opportunities

CMA events provide a platform to educate, engage and influence. Sponsorship allows companies and brands to connect with marketing professionals, gain visibility and stimulate discussion on matters and issues affecting the business of marketing today.

Let us customize an activation that delivers against your business priorities.

Title Sponsor $4,500 (1)
- Title positioning for event “CASL Workshop 201 Presented by ABC”
- Category exclusivity for sponsorship
- A 5 minute address to audience prior to workshop (content approved by CMA Advocacy team)
- Provide expert host for 2 (of 6-8) workshop round table discussions.
- Provide 1 expert panelist
- 4 tickets to the workshop

Workshop Roundtable Sponsor $1,500 (4)
- Provide expert host for 1 of 6 workshop round table discussions. Table host to be approved by CMA Advocacy team.
- Provide 1 expert panelist
- 1 ticket to the workshop

ADDITIONAL INFORMATION
To learn more, contact sponsorship@thecma.ca or 416-644-3753