

# Canada's New Anti-Spam Legislation and Your Marketing/Social Media Strategy

## DESCRIPTION

Are you a sales representative who achieves sales targets each year by aggressively following up on leads by e-mail or social media messaging? Are you an organization that maintains a client or member database for newsletter and other communication distribution? Are you a business organization that provides special offers via e-mail or text messaging to customers/potential customers?

The new Canadian Anti-Spam legislation will impact organizational protocol for messaging starting on July 1, 2014. The legislation aims to protect the global competitiveness of Canadian businesses by reducing the harmful effects of spam on electronic commerce. Be prepared, ensure compliance with the new legislation and avoid costly fines and penalties.

## WHO SHOULD ATTEND?

Key decision-makers in businesses and not-for-profit organizations who plan to communicate with stakeholder groups by e-mail or social media messaging as part of a marketing strategy.

View full calendar at [www.manitoba.ca/emb](http://www.manitoba.ca/emb).

## DATE

Friday, May 28, 2014  
8:00 a.m. to 11:00 a.m.

*Networking breakfast  
8:00 a.m. to 8:45 a.m.*

## PRESENTER

Brian Bowman, Partner  
Pitblado Law  
Privacy Law, Access to  
Information and Social  
Media Law

## LOCATION

Empress Room A  
Hilton Homewood Suites  
1295 Ellice Avenue  
Winnipeg, Manitoba

## FEE

\$25 + GST

## REGISTER

[www.embevents.ca](http://www.embevents.ca)  
204-945-8200