

## NEWS RELEASE

### CanSPEP National Office:

Carol Ford, Association Manager  
312 Oakwood Court  
Newmarket, ON L3Y 3C8  
Tel: (905) 868-8008  
Fax: (905) 895-1630  
[info@canspep.ca](mailto:info@canspep.ca)  
[www.canspep.ca](http://www.canspep.ca)

### Media Contacts:

Gary Johnson  
President  
Tel: (905) 726-3356  
[cathgar@sympatico.ca](mailto:cathgar@sympatico.ca)

Heidi Wilker  
Past President  
Tel: (905) 457-2092  
[hwilker@blessedevents.ca](mailto:hwilker@blessedevents.ca)

## CANSPEP AWARENESS CAMPAIGN GOES TO LONDON, ONTARIO

London, Ontario (Immediate Release) - The Canadian Society of Professional Event Planners (CanSPEP), the only association in Canada's event industry offering an exclusive membership to independent event planner entrepreneurs, is proud to announce our second featured location in the CanSPEP Awareness Campaign.

CanSPEP invites all local entrepreneurs to London, Ontario on Monday, June 22 2009 to the [Four Points Sheraton Hotel](#). For more information about this complimentary event please contact us at [info@canspep.ca](mailto:info@canspep.ca) - or- 905.868.8008

The CanSPEP Awareness Campaign is a board initiative to help raise the CanSPEP profile across Canada. The campaign explores opportunities to increase national partnerships, overall brand awareness, increase access to potential new members and explores new chapter location opportunities.

The first CanSPEP Awareness Campaign was a trip to Victoria and proved to be very successful. The tour enabled the board of directors to effectively spread the word about CanSPEP as well as gain valuable product knowledge from the area for our members. We were able to educate our hosts about the society, about who we are and what we do.

With our vision of increasing CanSPEP's membership nationally, taking the Awareness Campaign to London, ON will allow us to increase our brand awareness, showcase our continuing education focus for independent planners, and support our supplier relationships in that area.

### About CanSPEP

The Canadian Society of Professional Event Planners (CanSPEP) is a professional network of over 100 entrepreneurs across Canada in the meeting, conference and event management business. Formed in 1996, the association provides a forum in which members meet to exchange ideas, develop skills through educational programs, and share partnership opportunities that foster business growth.

Our primary goal is to promote professionalism and create awareness of the many skills that independent meeting planners offer. Our [membership](#) represents a diverse group of experienced businesses that cater to [clients](#) in the corporate, association, government and not-for-profit sectors, as well as the special events market.

While membership is open to meeting planners only, the association offers industry suppliers opportunities to showcase their products and services to our members through our [Partner Programs](#).

CanSPEP continues to grow, with representation in the Calgary, Edmonton, Montreal, [Ottawa](#), South Western Ontario, Greater Toronto, and Vancouver areas.

### CanSPEP Mission

To promote, support and provide education to independent meeting and event planners and create public awareness around the profession of event planners.

-30-

CanSPEP News Release  
June-09