CASL One Year Later:
Advice for Preventing a $1.1 Million Penalty

Date: Friday, June 5, 2015 | 9:00 am to 11:00 am
Location: Twenty Toronto Street Conferences and Events
20 Toronto Street, 2nd Floor, Toronto
Program Chairs: Joanna Fine, Osler, Hoskin & Harcourt LLP
Barry Sookman, McCarthy Tétrault LLP

On March 5, the Canadian Radio-television and Telecommunications Commission (“CRTC”) issued its first Notice of Violation under Canada’s Anti-Spam Legislation (“CASL”), with an accompanying fine of $1.1 million. As CRTC enforcement is on the rise, ensure that your clients aren’t next.

Join us to get up-to-date on the latest enforcement action, and where the biggest potential pitfalls lie. Plus, gain valuable insights on compliance successes and critical advice on how to overcome the challenges that continue to persist.

8:30 am Registration and Coffee
9:00 am Welcome and Opening Remarks
9:05 am Your Need-To-Know CASL Update
   David Fraser, McInnes Cooper (Halifax, NS)
   Kirsten Thompson, Counsel, McCarthy Tétrault LLP
   • What can be learned from the enforcement actions taken to date?
   • Clarifying the investigation and enforcement process
   • Best practices for responding to an investigation
9:55 am Top 10 CASL Trip-Ups
   Joanna Fine, Osler, Hoskin & Harcourt LLP
   Get an essential refresher on the tricky CASL obligations you don’t want to miss.
10:05 am Networking Break
10:15 am Complying with CASL while Pursing Business Goals: What Worked and What Didn’t
   Bill Abbott, Bell Canada (Ottawa)
   Stephanie Rich, Aimia Inc. (Montreal)
   Join our panel of experts as they share their CASL experiences on commercial electronic messages (CEMs) and computer program installations, including:
   • Techniques for balancing business objectives with legislative obligations
   • Compliance hurdles and how to overcome them
   • Helpful strategies for ongoing compliance
10:55 am Concluding Remarks
11:00 am Program Concludes