

Cris Canning CMP is a prolific writer, in-demand speaker and now energetic entrepreneur. Her three enterprises were born from needs she saw during her 20+ years in the meetings and events industry. First, she started Hospitality Ink to assist small companies and individuals within the industry to increase their visibility and credibility. Her second company, Attendee Marketing Resources, offers similar support to planners who need to get creative and cutting-edge information to promote their meetings. Her latest endeavor, is a collaboration with 3 other industry veterans which they call The Mavens Network to bring new thinking to the challenges within the meetings industry.

Here today to discuss \_\_\_\_\_  
let's welcome Cris Canning.