

Cris Canning, CMP<sup>®</sup>, is a prolific writer, in-demand speaker, multiple award winner and now energetic entrepreneur. With formal and experiential training in public relations and marketing as well as more than 20 years experience in the hospitality industry, Cris has now combined those two arenas via her company, Hospitality Ink<sup>®</sup>. She acts as cheerleader and coach for individuals, small businesses and organizations on traditional and nontraditional techniques to grab the attention and trust of their target audience, including the wonderful world of Social Media.

You could say that she “wrote the book” on buzz marketing with the release of ***“Buzz Marketing – Using Word of Mouth & Word of Mouth to Increase your Credibility & Visibility”***

Additionally, she is the author of ***“199 Networking Tips & Tidbits”*** and ***“Coming to Terms – A Primer of Terminology for the Meetings & Conventions Industry.”*** Soon to be published is an information product, ***“Attendee Marketing – The Complete Guide to Marketing Meetings & Events.”***

Here today to discuss how to \_\_\_\_\_

let's welcome Cris Canning.