



# SMART SHOPPERS 2011 POST EVENT REPORT



## *“Pay Attention”*

*An annual forum to equip consumers with tools  
for changing times*

Prepared by the Better Business Bureau

**Presented by:** Better Business Bureau (BBB) and BC Securities Commission (BCSC)

**Name of Event:** Smart Shoppers 2011

**Date of Event:** Saturday, March 12, 2011

**Location of Event:** Metropolis at Metrotown  
4700 Kingsway  
Burnaby, BC V5H 4N2  
Grand Court, Lower Level

**Number of Attendees:** Approx. 300

**Presenting Partner:** British Columbia Securities Commission (BCSC)

**Event Partners:** Canada Post

**Background:** Smart Shoppers' mission is to equip our participants with practical tools and resources, engaging them in content and topics relevant to everyday matters, including tools to safeguard oneself, loved ones and business from becoming fraud victims.

Smart Shoppers 2011 was taken into the community once again. Presented by the Better Business Bureau serving Mainland BC (BBB) and British Columbia Securities Commission (BCSC), this annual anti-fraud consumer forum since 2002 offered educational information about consumer protection for people of all ages. This year, the theme was "Pay Attention." Speakers, expert panels and industry exhibits were onsite from 10 – 3pm to deliver fraud prevention tips and answer consumer questions.

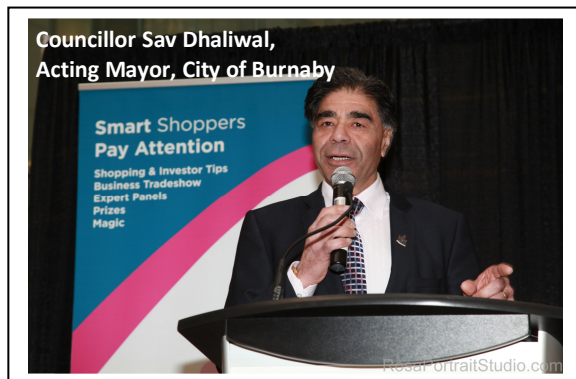
**Purpose:** It is designed to:

1. Entice new audiences into learning about fraud prevention messages and local, provincial and federal consumer help groups;
2. Engage audience in content and topics relevant to everyday matters, including choosing a credit counsellor, business investment opportunities, online shopping, financial literacy, tools to safeguard oneself/loved ones/business from becoming fraud victims, etc.;
3. Create awareness of consumer benefits provided by the Better Business Bureau and event partners;
4. Create an expanded forum for participants to inform the public about reputable sources of anti-fraud and security products and services;
5. Strengthen existing partnerships and foster new working relationships amongst all participants to join resources to carry out new initiatives regarding consumer and business awareness.

## Event Highlights:

"Smart Shoppers Pay Attention" was our theme this year. **Mark Madryga, Global TV, Master of Ceremonies**, took the stage at 11am to commence the event. To draw attention to BBB brochures in Chinese and Punjabi languages at various exhibiting booths including BBB's, BBB staff, **Queenie and Palek**, delivered a quick welcome in Cantonese, Punjabi and Hindi. An early-bird draw for \$100 Metrotown Gift Card was drawn.

On behalf of the City of Burnaby, **Councillor Sav Dhaliwal, Acting Mayor**, welcomed our partners and audience, noting the importance of collaboration and partnership between community groups such as the RCMP, Chambers and the City, as well as the City's commitment to improving the quality of life for all of its citizens, ensuring they are equipped with information and resources to be a 'smart shopper'.



Presentations were delivered by **Lynda Pasacrete, BBB President & CEO**, "Top Scams in BC" and **God's Fraud Squad, BC Securities Commission**, "Telling the Truth: Exposing Affinity Fraud."

Participants had the chance to ask questions from our Fraud Prevention Expert Panel followed by that of the Consumer Awareness Expert Panel, as well as from exhibitors featuring products and services in different industries.

Our magician and illusionist, **John Kaplan, Abracadabra Show Productions**, demonstrated how important it is to pay attention on stage in between presentations and expert panels, and performing interactive magic with guests throughout the event.

Each participant was given a "Smart Shopper Passport" comprised of a list of questions generated by our exhibitors for participants to answer upon visit at their booth. The Passports were distributed by BBB staff. Once complete, participants enter their form for a chance to win \$100 Metrotown Gift Card as well as other prizes donated by our partners.

To widen our reach to the Chinese and South Asian populations, the Smart Shoppers Guides and our Top 10 Scams brochures were translated into Chinese and Punjabi, distributed to participants throughout the event.

**Participation:** An approximate headcount during the day indicated on average 300 people listened to speakers and panellists, visited exhibitors and enjoyed performances by our magician and illusionist.

We estimate that an average of 25 people were seated audience throughout the event, another 34 were standing or walking in the Grand Court area, and 62 were spectators observing the event from the two levels above the stage.

Based on our survey results, 72% of the participants were female. The majority of the participants (54%) were between 41 – 65 years old, thirty-four percent were 65 years of age and older, and the rest (12%) were between 25 – 40 years old.

**Summary:** It was a pleasure to work with all of the Smart Shoppers partners on an event that contributes to our common goal of encouraging consumer education and awareness around the theme of “Pay Attention” and fraud protection. We were pleased to have the opportunity to invite the participation of our Accredited Businesses as exhibitors.

We will take the best of Smart Shoppers 2011 as we go forward with plans for the next BBB consumer education program. We look forward to the planning and development of another successful event in 2012. For more information about next year’s event, including registration and partnership opportunities, stay tuned for updates on our official Smart Shoppers website, [www.smartshoppersbc.org](http://www.smartshoppersbc.org).



### **ABOUT THE BETTER BUSINESS BUREAU (BBB)**

Since 1939, BBB has worked in British Columbia to support ethical relationships and build bridges between businesses and consumers through self-regulation, education and information. We offer, at no charge, a variety of materials and services to help consumers make wise buying decisions. Our consumer information and services are promoted regularly through our website [www.mbc.bbb.org](http://www.mbc.bbb.org) which also includes anti-fraud and prevention tips, reliability reports on BBB Accredited and non-Accredited Businesses, dispute resolution services including mediation and arbitration, and regular media advisories regarding scams and fraudulent activities. The BBB’s ability to serve the public in this manner is made possible by the support of BBB Accredited Businesses who agree to adhere to specific standards of ethical selling and advertising practices, and partner agencies that assist the BBB through various activities to communicate our role and inform the public about its resources.