

EARLY BIRD SAVINGS
ENDS September 23



SUMMERS
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Conference & Events
presents

6th Annual

Municipal Communications Conference

Toronto, ON
November 28, 29 & 30, 2011



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About Us



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Conference & Events

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We listen to you. You want quality speakers. You want tools and techniques that you can take away and use. You want case studies that you can relate to and learn from. You want engaging speakers and topics to motivate you! You want value. And that's what we give you!

You are important to us. We don't want you as a one-time delegate. We want to build a relationship. We want you to come back again next year. Let us know what you think. We want to hear from you. Call us at **1-866-869-7969** or email us at relationships@summersdirect.com. Visit our web site www.summersdirect.com



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8:00 - 8:30 a.m.

REGISTRATION AND CONTINENTAL BREAKFAST



8:30 - 8:45 a.m.

WELCOME AND OPENING REMARKS FROM THE CHAIR

Brian Lambie, Principal, Redbrick Communications, www.redbrick.ca and Media Relations Strategist for the Association of Municipalities of Ontario.



AWARD WINNER

8:45 - 9:45 a.m.

HOW TO SUCCESSFULLY INCORPORATE SOCIAL MEDIA INTO A COMPREHENSIVE STRATEGIC COMMUNICATIONS PROGRAM USING A "GO SLOW" APPROACH

Andrea Montgomery, Halton Region
Anna Larson, ABC, Halton Region
Carleen Carroll, APR, Halton Region
www.halton.ca



Halton Region's 'go slow approach' to social media began with senior management buy-in of integral importance to any social media initiative. From there, a cross-department steering committee formed and developed an overall social media strategy and guidelines for the corporation. Departments presented their ideas to the committee for consideration and evaluation. In early summer 2010, the committee approved several proposals, which moved ahead as pilot projects.



In this presentation, you will learn about the successful pilot projects and a variety of ways to fit social media into your comprehensive strategic communications program, including:

- Implementing a social media program using Twitter, Facebook, blogging and other tools to engage participants and build online communities;
- Raising awareness amongst residents about a number of key initiatives including parenting and small business;
- Measuring success;
- The challenges of gaining support in a municipal environment.

9:45 - 10:00 a.m.

NETWORKING REFRESHMENT BREAKCASE
STUDY

10:00 - 11:00 a.m.

CITIZEN ENGAGEMENT FOR SUSTAINABILITY PATH

Adam McMullin
Town of The Blue Mountains
www.thebluemountains.ca



The Blue Mountains` Sustainable Path was developed in a manner to promote ownership and stewardship of the plan by handing power to the Community Partners. In this session, you

will learn how the Town of Blue Mountains engaged local organizations, businesses, volunteers, citizens, simply - our 'Community Partners' - in community building through a planning process.

This was accomplished through orientation, training workshops followed by public and Community Partner roundtable discussions. Each Community Partner was personally contacted and met with. This communication approach was invaluable in gaining support and participation in the development of the plan.

DELEGATE
FAVOURITE

11:00 - 12:00 p.m.

INTERACTIVE DISCUSSION GROUPS

Facilitator:
Andrew Stuckey
StarNorth Communications
www.starnorth.ca

Delegates will break into small groups and share their own experiences of what works and what doesn't work in communications. Delegates receive numerous case studies and a best practice list. Notes will be taken and e-mailed to delegates afterwards.

12:00 - 1:00 p.m.

NETWORKING LUNCHEONCASE
STUDY

1:00 - 2:00 p.m.

THE SANDY LAKE EVACUATION STORY

Andrea Ravensdale, A.M.C.T.
County of Wellington
www.wellington.ca



Violent forest fires forced the evacuation of over 7,000 Northern Ontario residents this summer. In a moment's notice, the County of

Wellington's emergency operations plan was in full swing and 204 residents from the Sandy Lake First Nations Community arrived at the Arthur Community Centre less than 48 hours later.

This operation was a first for the County of Wellington and the Township of Wellington North. The Sandy Lake story caught the attention of national media. Learn how we dealt with aggressive reporters, squashed appalling rumours and handled added security when Premier Dalton McGuinty visited the Sandy Lake residents and to thank frontline emergency workers.

Find out what worked, what didn't, and how communication is key for a successful emergency operation.



AWARD
WINNER

2:00 - 3:00 p.m.

**PUBLIC SAFETY, COMMUNITY
ENGAGEMENT AND NEIGHBOURHOOD
RECLAIMING THROUGH SOCIAL MEDIA**

Sergeant Jay Turner
Hamilton Police Service
www.hamiltonpolice.on.ca



The "ACTION" (Addressing Crime Trends In Our Neighbourhoods) team was created with the goal to be a leader in the revitalization of Hamilton. A crucial part of the ACTION Team's success has been the added value of social media to the day-to-day operations of the team.

In this session, hear from Sergeant Jay Turner how the Hamilton Police Service uses social media to create its own content to tell its story to engage and build community.

Through the use of the Twitter stream@HPS-ActionTeam4 see how they:

- engages the community with information in areas and hours of deployment, special events the team attends, and the wildly popular arrests that the team makes;
- tweet photos and video to showcase, inform and educate the community;
- keep a two-way open dialogue with followers.

As a result, of success Jay has been the topic of articles in the numerous papers and online blogs. In June, he was awarded the Hamilton Police Service Chief's Pride Award for work over and above the requirements of duty for his social media endeavours.

3:00 - 3:15 p.m.

REFRESHMENT BREAKCASE
STUDY

3:15 - 4:15 p.m.

GUELPH REMASTERED CAMPAIGN

Stacey Hare
City of Guelph
www.guelph.ca



In 2009, the City of Guelph, with a population of 120,000, embarked on an infrastructure renewal program of unprecedented size and scope. Thanks to \$66 million in government funding, Guelph benefitted from 25 major projects to renew aging infrastructure and create a more beautiful, better-functioning, and sustainable city. The catch was that in order to take advantage of the funding, the City had to complete these projects within a year (a five-year project).

Learn how the City of Guelph:

- kept residents informed and, as a result, supportive of the work despite the upheaval with a comprehensive communications program that sought to make people smile while providing them with access to the information they needed;
- used traditional media channels and social media including Facebook, Twitter, YouTube, Real Simple Syndication (RSS) feeds, social networks and much more;
- measured and tracked responses throughout the campaign in order to make modifications when required, and explained to elected officials and taxpayers.

4:15 p.m.

**CONFERENCE CONCLUDES
FOR THE DAY**

8:00 - 8:45 a.m.

**REGISTRATION AND
CONTINENTAL BREAKFAST**

CASE
STUDY

8:45 - 10:00 a.m.

**CITY OF KELOWNA 2010
COMMUNICATIONS AUDIT**

Glenna Cross, ABC, MC
Cross Wise Communications Ltd.
www.cross-wise.ca



Explore with a communications auditor the timing of the communications audit and why it made sense; client hopes and fears;

the key elements of an audit; the use of the excellence model as the benchmark; key recommendations from the audit; organizational design implications; and, most importantly how the audit helped position The City of Kelowna Communications Department for a step forward in its quest for excellence.

10:00 - 10:15 a.m.

NETWORKING REFRESHMENT BREAK

DELEGATE
FAVOURITE

10:15 - 11:15 a.m.

BEST PRACTICE EXCHANGE

Facilitator:
Andrew Stuckey,
StarNorth Communications
www.starnorth.ca

Delegates will break into small groups and share their own experiences in what works and what doesn't work in communications. Delegates will walk away with numerous case studies and a best practice list. Notes will be taken and e-mailed to delegates afterwards.



CASE
STUDY

11:15 - 12:15 p.m.

SAVE MONEY, MESSAGE MORE: MEDIA PARTNERSHIPS AND THE MUNICIPAL ADVANTAGE

Therese Greenwood
City of Kingston
www.cityofkingston.com



By using media partnerships, your municipality can make an existing advertising budget flex its muscles to dramatically increase messaging to citizens ... and even find ways to generate corporate revenue. Therese describes her experience leading the development - with local media partners - of a communications toolbox that increased opportunities for community engagement, provided six-figure savings in advertising costs, and successfully shepherded the launch of new services and programs, ranging from \$300 million in capital building projects to city-wide green bin recycling

12:15 - 1:15 p.m.

NETWORKING LUNCHEON

HOT
TOPIC

1:00 - 2:00 p.m.

SOCIAL MEDIA FOR MUNICIPALITIES – REAPING THE REWARDS AND CONTROLLING THE HARMS

Dan Michaluk
Hicks Morley Hamilton Stewart Storie LLP
www.hicksmorley.com



In this session you will participate in an interactive presentation that highlights the relevant legal issues and makes prescriptions for good social media management policy. Participants will develop a means to assess their own municipality's approach and policy structure, and share ideas on how municipalities can use social media in a safe and effective manner.



CASE STUDY
2:15 - 3:15 p.m.
**TALKIN` TRASH CANS:
CAN COMMUNICATIONS HELP
CLEAN OUR STREETS?**

 Claudia Marsales
 Town of Markham
www.markham.ca


Markham began installing innovative "Big Blue Belly" solar-powered recycling containers on its two downtown streets this year. Can these state-of-the-art containers, that communicate when they need emptying, revitalize our public spaces and save precious tax dollars?

- The BigBelly system features a wireless monitoring and management capability called "CLEAN" (Collection Logistics Efficiency And Notification), accessible through any computer with an Internet connection. This connection enables direct pickups as required, streamlines work processes, and more efficiently monitors assets and people. Powerful analysis combined with simple and easy-to-understand presentation delivers valuable and useful information;
- How much more efficient and flexible could your operations be if you knew the status of every trash bin at all times, accessible from anywhere? This helpful software tool gathers historical data, delivers analysis of patterns of activity, and provides management reporting;
- Markham uses this information to more efficiently plan collection routes and work zones, more seamlessly absorb "peak" activity without costly overtime, and generally improve resource planning.

Better communications and information leads to smarter decisions and fewer surprises!

3:15 - 3:30 p.m.
NETWORKING REFRESHMENT BREAK
DELEGATE FAVOURITE
3:30 - 4:30 p.m.
**CRISIS COMMUNICATIONS
MANAGEMENT**

 Sam Bornstein
 NATIONAL Public Relations
www.national.ca


Managing issues and crises is critical for every municipal communications department. In this session you will hear current examples of what typically happens to organizations during crises, and best practices as they relates to the Internet and social media. Hear good and bad examples of issues, and crises that have struck municipalities, and advice on how to get ready for trouble.

4:30 P.M.
**CHAIR`S CLOSING REMARKS
AND CONFERENCE CONCLUDES**


OPTIONAL POST-CONFERENCE WORKSHOPS:

WORKSHOP A:



9:00 a.m. - 12:00 p.m.

"KICK-ASS" COMMUNICATION PLANNING VS WHAT YOU USUALLY DO!

Glenna Cross, ABC, MC
Cross Wise Communications Ltd.
www.cross-wise.ca

Communicators often think they are doing good communications planning, but are they really? This session will lay out the key elements that separate the "wheat from the chaff"! Learn what elevates your everyday basic communications plan to one that really is top of the game. The key focus for this session is on linking your communications plan to the business needs, audience analysis, "crispy" goals and objectives, and evaluation that actually measures outcomes.

Delegates will:

- identify the clear line of sight between their communication strategy and the business need;
- understand what good audience analysis means and why it makes a difference in communications;
- understand what award-winning goals and objectives look like, and how to use the magic formula to create their own.

Glenna is President, Cross Wise Communications, a consultancy specializing in capacity building for communications teams including recruiting, communications audits, organizational design, facilitation of communications planning and communications teaching/training. Glenna's credentials include a Bachelor of Commerce in Marketing, and Master of Communications Studies, accreditation and the honorary Master Communicator designation.

WORKSHOP B:



1:00 p.m. - 4:00 p.m.

BRANDING YOUR MUNICIPALITY

Ted Griffith
Vice President
NATIONAL Public Relations Inc.
www.national.ca

Ted Griffith will walk delegates through the brand process that NATIONAL has developed specifically for communities that want to say more about themselves than "a great place to live, work, and play." Using real-world examples from Greater Montreal, Oshawa, and the communities of Miramichi, New Brunswick, you will learn the how to marry the branding techniques of the private sector to the one-of-a-kind demands of branding a community.

Ted Griffith is a 30-year professional in public affairs, marketing, and communications consulting. He leads the Toronto's office's services in municipal affairs, having served such clients as the City of Toronto, City of Oshawa, City of Hamilton, the Town of Cochrane, the Town of Richmond Hill and regional municipal governments including Halton, Niagara, and Hamilton-Wentworth (now the amalgamated City of Hamilton) and their Lower Tier communities. Outside of Ontario, Ted worked extensively with the City of Winnipeg.

6th Annual

Municipal Communications Conference

Toronto, ON
November 28, 29 & 30, 2011

BEST VALUE

MUNICIPAL CONFERENCE + TWO WORKSHOPS*

- Early bird registration (Before Sept. 23) \$1349 + \$175.37 (13%) HST = \$1524.37
 - Regular registration (After Sept. 23) \$1599 + \$207.87 (13%) HST = \$1806.87
- * November 28, 29 & 30, 2011

MUNICIPAL CONFERENCE + ONE WORKSHOP ONLY*

- Early bird registration (Before Sept. 23) \$1199 + \$155.87 (13%) HST = \$1354.87
 - Regular registration (After Sept. 23) \$1349 + 175.37 (13%) HST = \$1524.37
- * Nov. 28, 29 & half day Nov. 30, 2011. Select one workshop from below.

MUNICIPAL CONFERENCE - BOTH DAYS (NOV. 28 & 29)

- Early bird registration (Before Sept. 23) \$999 + \$129.87 (13%) HST = \$1128.87
- Regular registration (After Sept. 23) \$1099 + \$142.87 (13%) HST = \$1241.87

MUNICIPAL CONFERENCE - DAY ONE ONLY (NOV. 28)

- Early bird registration (Before Sept. 23) \$499 + \$64.87 (13%) HST = \$563.87
- Regular registration (After Sept. 23) \$599 + \$77.87 (13%) HST = \$676.87

MUNICIPAL CONFERENCE - DAY TWO ONLY (NOV. 29)

- Early bird registration (Before Sept. 23) \$499 + \$64.87 (13%) HST = \$563.87
- Regular registration (After Sept. 23) \$599 + \$77.87 (13%) HST = \$676.87

OPTIONAL POST-CONFERENCE WORKSHOPS (NOV. 30)

- WORKSHOP A:** "Kick Ass" Communication Planning vs What You Usually Do!
- WORKSHOP B:** Branding Your Municipality
 - Early bird registration (Before Sept. 23) \$349 + \$45.37 (13%) HST = \$394.37
 - Regular registration (After Sept. 23) \$399 + \$51.87 (13%) HST = \$450.87

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VENUE & RESERVATIONS

Courtyard Marriott Downtown,
475 Yonge Street, Toronto. Conference rate of: single \$139; double \$139; triple \$154; quad \$169. For reservations please call 1-800-847-5075. Please identify yourself as being with the SummersDirect Inc. group when making or amending the reservation. Prices are guaranteed until October 31, 2011.

CANCELLATION AND REFUND POLICY

Substitution of delegates is permissible without prior notification. Refunds will be given for cancellations received in writing no later than 10 days prior to the conference date subject to an administration fee of \$200 plus \$26 for GST. After this time, you are liable for the full registration fee even if you do not attend the conference. If you register during this 10 day period, you are also liable for the full fee. SummersDirect Inc. reserves the right to change program date, meeting place or content without further notice and assumes no liability for these changes.

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