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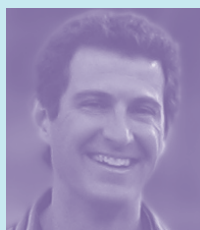
*2nd Annual*  
**Alberta**  
**COMMUNICATIONS**  
**Forum**

**March 1, 2007**

**Calgary Marriott**

*Calgary, Alberta*

**Conference Co-Chairs:**



**Richard Truscott,**  
President,  
Canadian Public  
Relations Society,  
Calgary Chapter

**Shauna Lowry**  
President,  
International  
Association of  
Business  
Communicators,  
Calgary Chapter



**OPTIONAL VALUE ADDED POST-CONFERENCE WORKSHOPS – MARCH 2, 2007:**

**WORKSHOP A: EFFECTIVE BUSINESS WRITING**

**WORKSHOP B: MEDIA RELATIONS 101: NEVER SAY NO COMMENT**

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Canadian Public  
Relations Society  
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# About Us

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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 e-mail us at [relationships@summersdirect.com](mailto:relationships@summersdirect.com). Visit our web site [www.summersdirect.com](http://www.summersdirect.com).



Canadian Public  
Relations Society  
- Calgary Chapter -

**The Canadian Public Relations Society (CPRS)** is a uniquely Canadian association of public relations professionals. CPRS Calgary, formed in 1958, is the local member society representing some of the brightest and most talented communications professionals in the city.

CPRS Calgary strives to support public relations professionals at every stage of their career. There's an increasingly strong student presence in CPRS Calgary, and an outstanding list of professional development events held September through June.

For experienced practitioners seeking peer acknowledgement of their capabilities, there are local professionals willing to provide assistance with the APR accreditation process. For further information, please visit [www.cprscalgary.org](http://www.cprscalgary.org).



**The International Association of Business Communicators/Calgary** links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. We are the third largest chapter among over 100 chapters worldwide, with over 500 professional and student members. As a professional association of choice for marketers and communicators in and around Calgary, we provide diverse programming from September to June including luncheons, workshops, teleseminars, webinars and free brown bag lunches for members. We are committed to the highest standards of professional excellence which includes opportunities for achieving the internationally-recognized professional designation, Accredited Business Communicator (ABC). We connect communicators to an international community of business resources, research and knowledge. For more information visit [www.iabccalgary.com](http://www.iabccalgary.com).



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8:00AM **REGISTRATION AND CONTINENTAL BREAKFAST**

8:45 **WELCOME AND OPENING  
REMARKS FROM THE CO-CHAIRS**



**Richard Truscott,**  
President,  
Canadian Public Relations  
Society, Calgary Chapter  
[www.cprscalgary.org](http://www.cprscalgary.org)



**Shauna Lowry,**  
President,  
International Association of Business  
Communicators, Calgary Chapter  
[www.iabccalgary.com](http://www.iabccalgary.com)

9:00 **EVALUATING MEDIA RELATIONS AND  
OTHER COMMUNICATIONS TACTICS**



**Betty Alexander,**  
President,  
Xposure PR  
[www.xposurepr.com](http://www.xposurepr.com)

In our current business climate, it is no longer sufficient to summarize your communications activities and cite a few clippings or comments. Internal and external clients increasingly demand thorough, consistent and objective evaluation that details the outputs and results of communication initiatives—to measure the true ROI. As an astute professional, you also need to know these results to fine-tune your strategies.

In this practical session, hear from Betty, CPRS' Measurement spokesperson, for tactics and insights on the tools, approaches and best practices for measuring the value of communications including online and print, media relations and other tactics employed by communicators to deliver key messages. Betty will use case studies to help illustrate how to effectively measure communications.

10:00 **NETWORKING REFRESHMENT BREAK**

10:15 **TAKE A MESSAGE: CELL PHONE BAN  
REAPS MEDIA WINDFALL**



**John Kageorge,**  
Communications Manager,  
AMEC  
[www.amec.com](http://www.amec.com)

In Fall 2005, AMEC banned the use of cell phones from employees when driving. Through an aggressive year long media campaign, the controversial policy was used to help the company with its two main communications goals:

- Create brand awareness
- Attract and retain employees

This case study will look at how an internal policy was used for external communication, what was accomplished, and the strategies, pitfalls, alliances, and tools involved.

The company received extensive local and national media exposure. Furthermore, the policy is so popular, employees have requested that it be permanently instituted.

The workshop will include a look at:

- Breaking rules to develop powerful results—traditional corporate communications rules ignored
- Remote control of media messaging—using untrained spokespeople from across the country

11:15 **THE BEST OF INTRANETS AND BLOGS 2007**



**Julian Mills, Director**  
President Digital Media  
[www.PrescientDigital.com](http://www.PrescientDigital.com)

More than just a parade of pleasing pages, this session will dig deep into the best practices that make these sites soar above their competition. Julian Mills will present a broad cross section of intranet sites that deliver innovative ideas that can add value to any organization. In addition, he will demonstrate how leading companies are utilizing new technology like blogs and wikis to enhance the interactivity and effectiveness of their online communications. You will learn:

- How usability can bolster a site's appeal
- How the best sites integrate community and interactivity into their content mix
- The role of content management in producing a site that rocks
- What characteristics get people to visit and use an intranet regularly

12:15PM **NETWORKING LUNCHEON**

1:30 **ISSUES MANAGEMENT—HOW TO TURN  
REACTIVE INTO PROACTIVE**



**Cynthia Lockrey,**  
Lockrey Communications &  
Former Director of Communications,  
City of London  
[www.lockreycommunications.com](http://www.lockreycommunications.com)

Too often, communicators find themselves in a reactive versus proactive situation when it comes to issues management. While these issues have been brewing internally for quite some time, communicators are often told of the situation shortly before or after it becomes public. The challenge for communicators is not only finding out about issues before they hit the media, but coming up with a strategy to mitigate the release of the information. In this session, hear specific case studies and examples of proactive issues management and how you can use it to diffuse some volatile situations.

2:30 **MAKING THE BUSINESS PAGES —  
FOR ALL THE RIGHT REASONS!**



**Jay Averill,**  
Manager,  
Corporate Communications,  
Stantec

[www.stantec.com](http://www.stantec.com)



**Paul Marck,**  
Senior Business Writer,  
Edmonton Journal

[www.canada.com/edmontonjournal](http://www.canada.com/edmontonjournal)

Being on the front page of the business section can be a dream or a nightmare for any company. How can you make sure that you and your executives can have sweet dreams about the coverage your company is getting from business reporters?

Conveying the right messages can mean the difference between a news brief and an all out feature story. Maintaining a good relationship with the business media, as well as your company's reputation, can ease the pain of having to report bad news.

In this session you'll get tips and tactics from both sides of the spectrum about how you can develop and maintain relationships with business media, how to craft your message so it appeals to an investor audience, and what types of stories "turn on" business reporters. Jay Averill will share his experience from pitching stories to business editors throughout the United States and Canada, and Paul Marck will "tell it like it is" from a seasoned reporter's perspective.

3:30 **NETWORKING REFRESHMENT BREAK**

3:45 **HOW TO GET THE MEDIA'S ATTENTION**



**Bob Sumner,**  
Assignment Editor,  
Global T.V.

[www.globaltv.com](http://www.globaltv.com)



**Claudia Cattaneo,**  
Calgary Bureau Chief,  
The National Post

[www.canada.com/nationalpost](http://www.canada.com/nationalpost)

**David Perlich,**  
CBC Radio

[www.cbc.ca/programguide/radio](http://www.cbc.ca/programguide/radio)

It has never before been so easy to communicate your message to so many people so quickly. This, of course, is a double-edged sword. Newsrooms are overwhelmed with press releases, e-mails and phone calls. How can you get your message heard through the clutter? In this session, you will hear from a dynamic panel of reporters from print, radio and TV on effective strategies that you can use to get your story picked up by the media and reach your intended audience.

5:00 **CONFERENCE CONCLUDES**



## PRACTICAL HANDS-ON WORKSHOPS

### WORKSHOP A: EFFECTIVE BUSINESS WRITING

9:00 a.m. – 12:30 p.m.

Presented by: **Carol Sevitt, Ryerson University, Toronto, [www.ryerson.ca](http://www.ryerson.ca)**

Being able to write an effective letter, email, report, media release or proposal is critical to business success. This hands-on workshop will help participants to improve their business writing skills by teaching them how to target their writing to their audience, adopt the correct tone, use the proper format, and keep their writing professional and readable. participants will learn:

- The five Cs of effective business writing
- The ten most common errors made in writing
- How to write clear and correct documents
- How to eliminate wordiness and old-style language
- How to make a document visually appealing
- How to say no or deliver bad news in the nicest possible way

During the workshop participants will write a short business document, which the instructor and participants will analyze.



**Carol Sevitt** has taught business writing, international communication, interpersonal communication, and oral communication at Ryerson University in Toronto for 10 years. In 2001, she won a Business Students Association award for teaching excellence. In addition to teaching, she's been writing professionally for more than 20 years, and her latest book *The Loving Spoonfuls Cookbook* was published by Penguin Canada in 2003. Her other books are *A Patient's Guide to Cosmetic Surgery*, co-written with Dr. John Taylor, and *A Day to Remember*. She has written articles for numerous publications including *The Globe and Mail*, *The Toronto Star*, *Homemaker's* and *Canadian Living*. At University of Toronto's Rotman School of Management, she wrote articles for *Rotman Management* magazine, speeches, and fundraising proposals.

### WORKSHOP B: MEDIA RELATIONS 101: NEVER SAY NO COMMENT

1:30 p.m. – 5:00 p.m.

Presented by: **Cynthia Lockrey, Lockrey Communications, [www.lockreycommunications.com](http://www.lockreycommunications.com)**

Is your worst fear getting a call from the media and not being prepared? Are you the spokesperson for your organization and had little media training? Or are you looking to fine-tune your media relations skills so you are prepared when the media calls? If any of these scenarios apply to you, or if you just want to learn some practical tips for working media, come join us for a half-day of media relations training. This interactive session teaches the basics of working with the media; common pitfalls to avoid; media relations strategies to use when you get the call.

Through the use of real life examples and group work, we'll take a light approach to reduce the fear of working with the media. You'll learn how to:

- Respond professionally to that initial call
- Tailor your response to the needs of the media organization
- Get your organization's key messages across
- Manage issues before they become a crisis
- Turn reactive situations into positive opportunities
- Speak in sound bites to be quoted accurately
- Build positive relationships with members of the media
- Become an expert to tell your story



**Cynthia Lockrey** is a communications consultant who specializes in creating dynamic media relations campaigns, training people to work with the media and developing issues management strategies. She works primarily with companies and organizations that are leaders in their field, changing the way people work and live.

Prior to opening her own company, Cynthia was the Manager of Corporate Communications for the City of London. At the City of London, Cynthia took a lead role in issues management, media relations and was London's Emergency Information Officer. It is through her experience as a journalist and newspaper editor that she helps organizations avoid common pitfalls and develop positive relationships with the media.

Cynthia is also a part-time instructor at Fanshawe College in London and is a regular speaker at communications conferences across Canada.



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Presents:

2nd Annual  
**Alberta**  
**COMMUNICATIONS**  
**Forum**

**March 1-2, 2007**  
**Calgary Marriott**

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PLEASE FORWARD TO:  
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- REGULAR REGISTRATION (After January 19)**  
**Workshop B:** Media Relations 101: Never Say No Comment (Afternoon  
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