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Delta Halifax, Nova Scotia
June 20 & 21, 2006



Chair
Jeff Bishop,
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International Association of
Business Communicators, Atlantic Canada

OPTIONAL POST-CONFERENCE WORKSHOPS – JUNE 21, 2006:

- A - UNLEASHING YOUR MOST POWERFUL COMMUNICATION TOOL
- B - MEDIA RELATIONS IN 2006: THE RULES OF ENGAGEMENT

Supported by:

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Tuesday, June 20, 2006

8:00 Registration and Continental Breakfast

8:45 Welcome and Opening Remarks from the Chair



Jeff Bishop, Executive VP and
VP Membership
International Association of Business
Communicators, Atlantic Canada
atlanticcanada.iabc.com

9:00 Media & Crisis Communications Training for your Organization



Jay Averill, Media & Communications
Team Lead
Stantec (IABC Gold Quill Award Winner),
(Edmonton)
www.stantec.com

Delivering clear, consistent messages to the media is a challenge for any organization. If your organization has 60 offices and over 5,500 employees it becomes nearly impossible to do it from one location. With this in mind, Stantec created an award winning internal training program to help strengthen its media relations skills organization-wide and it worked! In this presentation you will learn:

- How Stantec developed a Media Training program tailored it to the organization in order to help make external communications consistent
- How the program was sold to senior leadership and what metrics are used to keep it going
- Why the company needed the program and why you may want to do it in your organization
- How the program has helped position Communications as strategic partner in the organization

10:00 Networking Refreshment Break

10:15 The Parti Bleue Campaign: A Success Story Combining Strategy, Creativity and Collaboration



Paul Wilson, Labatt Bleue (Montreal)
www.labatt.com

Organized during the 2004 federal election campaign, this event, extensively covered by the media, owes its success to the amount of strategic planning that went into its communications and public relations and crisis management to keep it afloat. In this session you will hear how the latest trends in the practice of the communications profession helped achieve success.

- How is an integrated communications approach implemented in the creation of a major campaign?
- What was the strategy used here?
- What public relations elements were used?
- What were the most significant events?
- How were media relations handled?
- How did crisis management skills save the campaign?
- What can be learned from this experience? And what would be done differently if it were to be done over?

11:15 Blogs - When and How to Use Them



David Jones, Thornley-Fallis (Toronto) and
Author of the prworks.ca blog and co-host
of the Inside PR podcast

The Internet has changed the way Canadians communicate and is changing the way companies do business. Blogs are one of the most significant trends in communications. The potential applications of new and emerging technologies, including Blogs, will continue to influence the development of our profession. The presentation will include

- An overview of Blogs for public relations practitioners
- Examples of Blogs for internal and external communications
- A discussion of Blog monitoring and Blogger relations

12:15 Networking Luncheon

1:30 Communication for Leadership



Laura Lee Langley, Assistant Deputy Minister,
Communications Nova Scotia
www.gov.ns.ca/cmns

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Tuesday, June 20, 2006

Communication for Leadership helps answer the questions in each manager's mind when he or she is urged to make more effective connections with employees. How do I do it? The underlying logic is that we've all had a lifetime of practice with communication skills - from listening to persuading to articulating ideas and viewpoints. What we want to do now is learn how to use these skills more effectively.

Laura Lee will focus on a strategic approach to internal communication. She will talk about how employers can work together with employees to establish goals that are designed to benefit management, the employees, and ultimately - the organization. This presentation is designed with supervisors, managers and team leaders in mind and based on the view that communication is an integral and critical component of good management

2:30 Internal Accountability in Delivering Bad News



Gerald Weseen
Senior Director, Communications
Sobeys Inc. (Atlantic region)
www.sobeys.ca

Closing a facility with 75 years of history and the name of the founding family on the door. Relocating the business to a neighbouring province. Handing layoff notices to 100 people, most nearing retirement age. Recipe for PR disaster. Or not? This case study will address how doing the right thing in a difficult situation, combined with carefully planned employee communications and awareness of the need for public accountability - is sufficient to see a company through difficult circumstances. Explore the challenges - and the benefits - of committing to an intricate process of real employee dialogue.

3:30 Networking Refreshment Break 3:30

3:45 How to Get the Media's Attention

PANEL



Neil Everton, Executive Producer,
Global Maritimes



Costas Halavrezos, Host,
CBC Maritime Noon Radio



Terry O'Neil, Managing Editor,
The Chronicle Herald

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, TV and electronic media on effective strategies that you can use to get your story picked up by the media and reach your intended audience.



**5:00 Chair's Closing Remarks and
Conference Concludes**

CONFERENCE WORKSHOPS • Wednesday, June 21, 2006

9:00 - 12:00 Unleashing Your Most Powerful Communication Tool

Marilyn Singh, BSc, MA, CEC
Managing Director of Profiles Global (Atlantic) Inc.
www.profilesglobal.com

CNW Group is the nation's number one resource for time-critical news and information from more than 10,000 sources coast to coast and around the world. Public companies, associations, unions, not-for-profits, municipal, provincial and federal governments all rely on CNW Group's unique multi-media communication services and networks to effectively send their messages to newsrooms, the financial community and the public. For further information please visit www.newswire.ca.

This workshop will help you sharpen your best communication tool - self-awareness. So much of our communication is not in the words we speak. Learn more about yourself and how to adapt your communications based on who you are speaking to for maximum effectiveness.

Pre-work involves the completion of a 10-minute on-line assessment tool. It includes a 20-30 minute one-on-one consultation prior to the conference with Marilyn Singh to review your specific profile.

Participants who would like to book an Emotional Intelligence assessment (Eqi) with Marilyn prior to the conference may do so for an additional fee of \$250 Cdn. This includes the report as well as a one-hour coaching session around the results.



Marilyn R. Singh - Marilyn is professionally trained with a MA in Counseling and a Graduate Certificate in Executive Coaching. Marilyn's counselling career included marital therapy, assertiveness training and counselling in areas of emotional intelligence. She soon broadened her professional focus to include training in the non-profit sector. The topics ranged from volunteer management to board development to organizational wellness.

In 2004, Marilyn became the Managing Director of Profiles Global (Atlantic) Inc., a human resources consulting firm. PGA promotes self-awareness and improved team dynamics. PGA works with numerous Atlantic Canadian and International companies including Atlantic Wholesalers, Cendant Canada and Xerox. As an Executive Coach Marilyn partners with clients to see them utilize their strengths to achieve their personal and professional goals.

1:30- 4:30 Media Relations in 2006: The Rules of Engagement

Halina St. James - Podium Coaching
Janet MacMillan, APR, Principal, MT&L Public Relations

This workshop is aimed at de-mystifying the media and helping communications professionals understand the needs, expectations, and pressures of the Atlantic Canadian media today. Knowledge of the needs of the media is powerful. It allows you to participate in media interventions and communicate about your organization in a proactive way, rather than simply responding, or "running", out of fear.

The workshop will combine theory and lots of practical, real-life examples of the art and science of developing and maintaining a relationship with the media. Your workshop leaders have provided media training workshops throughout the region, and will share with you their latest research on expectations from the news media, along with a look at the top mistakes - and best practices - you can use to ensure your organization benefits from a more level playing ground.

[Cont'd on next page](#)

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CONFERENCE WORKSHOPS • Wednesday, June 21, 2006

Cont'd from previous page

What are the main elements of the workshop?

De-mystifying the media:

- How media contacts can be made to work to your interest, if basic rules are understood and followed
 - What to do when the media calls
 - Survival tips for dealing with the media
- Top questions and answers on dealing with today's newsrooms - from decision makers to news gatherers

Delivering the message:

- Identifying the core theme and expressing it simply
- Telling the story
- The importance of brevity and clarity
- Developing supporting themes

Providing Context:

- Understanding how good media relations can impact the bottom line of your organization
- Understanding the needs of Atlantic Canadian and local community newsrooms

All participants will receive comprehensive support materials to help them in their future dealings with the media.



Halina St. James - Podium Coaching

Halina coaches corporate leaders, government representatives and broadcasters around the world. She has authored books on the topic of media. Her resume is impressive. Halina has covered the first Gulf War from Baghdad, Kuwait and Amman, was under fire during the Romanian Revolution, and produced coverage of three Olympics, two national election campaigns in Canada, Economic Summits, Francophone Summits and various international disasters. www.podiumcoaching.com



Janet MacMillan, APR, Principal, MT&L Public Relations

Janet serves as lead strategic counsel to a number of MT&Ls regional clients. She specializes in such areas as marketing communications, crisis and issues management, media relations, and strategic planning. Her career spans 18 years and has worked on projects we can all identify not to mention her incredible volunteer contribution. Janet led the early years of the IWK Children's Hospital Miracle Network Telethon, co-ordinated media relations for the visit of Pope John Paul II to the hospital, chaired media relations for the Tall Ships 2000 event, served as media attaché to the Canadian Olympic Team in Barcelona, and chaired media relations for the East Coast Music Awards. Janet is a member of the first graduating class of Mount Saint Vincent University's public relations degree program. www.mctl.ca

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(June 20, 2006) \$549 + \$38.43 (7%) GST = \$587.43

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\$549 + \$38.43 (7%) GST = \$587.43

ONE WORKSHOP - \$299 + 20.93 (7%) GST = \$319.93

Workshop A – Unleashing Your Most Powerful
Communication Tool (June 21 a.m.)

Workshop B – Media Relations in 2006:
The Rules of Engagement (June 21 p.m.)

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Venue & Reservations

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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 \$14 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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If you are interested in sponsorship opportunities for this event please call Renee at 1-866-869-7969.

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