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January 27, 2009

A: Communicating in a
Multi-Generational Workplace

B: Negotiation Skills for Communicators

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SummersDirect is a conference planning company that sets itself apart from the rest with a focus on customer service and value. We are fresh and we're creative. We have the expertise and know how but most importantly, we offer you a quality product for a cost that fits within your budget.

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!

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The International Association of Business Communicators is a non-profit international network of professionals committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management. In plainer terms, we represent business communicators, who provide a vital link between organizations and the people they serve. For more information about your local IABC chapter please visit **www.iabc.bc.ca**.



The Canadian Public Relations Society – Vancouver provides a broad range of professional development programs, networking opportunities, and professional accreditation. The chapter distinguishes itself by having a balance of junior and prominent, distinguished communicators from Whistler to BC's Interior. CPRS' highly-regarded professional designation 'APR' denotes a PR professional with more than five years experience who has completed an intense educational and assessment program. As importantly, CPRS-Vancouver is its members' doorway to the national and international PR industry. The society is a part of CPRS, the only national professional organization for public relations practitioners, and is affiliated with the Global PR Alliance and Public Relations Society of America. For more information about CPRS visit **www.cprsvancouver.com**.



CNW Group is a global leader in news and information distribution services for professional communicators. Established in 1960, CNW is part of the International PR Newswire network, reaching news outlets in 135 countries worldwide. CNW Group provides electronic news distribution, targeting, monitoring, translation, Webcast and disclosure services to corporate, government, associations, labour, non-profit and other customers worldwide. CNW Group helps Canadian and international organizations to connect with local and global audiences including the news media, the investment community and the general public. CNW Group is co-owned by two news distribution power-houses: PR Newswire, based in New York City, USA and PA Group, based in London, UK. **www.newswire.ca.1.877.CNW.7890**

8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Shawn Hall,
President,
Canadian Public Relations
Society Vancouver,
www.cprsvancouver.com

9:00 DELIVERING ON THE DREAM – STRATEGIC COMMUNICATIONS MANAGEMENT



Linda Bilben,
Senior Counsel & Creative Director,
Reputations Corporation,
www.reputations.com



After more than 20 years on the Vancouver skyline, the iconic (yet aging) building was giving fans, clients, customers and the community the feeling that BC Place was past its prime — igniting a public debate over its future. BC Place knew they needed to alter their image and set Reputations to the task.

Linda led the Reputations team to design and implement a three-year Strategic Reputation Management and Branding Plan and worked to overcome obstacles along the way. The program effectively increased public perception by more than 22% that BC Place is a community asset and gained more than \$2 million in positive earned media. Achieving all of its predetermined objectives, BC Place is now working on Vision 2011 to revitalize the stadium for 25 more years.

In this session, you will learn how Linda led the Reputations team to design and implement a three-year Strategic Reputation Management and Branding Plan, including:

- reviewing brand discovery planning
- deconstructing integrated reputation management planning and implementation
- defining measurable outcomes that matter to the client

10:00 USING THE EXCELLENCE MODEL TO EVALUATE YOUR COMMUNICATIONS FUNCTION



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

HOT
TOPIC

The Excellence Model (IABC Research Foundation project) provides a practical and understandable benchmark against which your communications

function can be compared. It outlines the “Knowledge Core” communicators need to bring to the table; the “Shared Expectations” necessary between the leadership team and communicators; and, the “Organizational Culture” in which both must operate to achieve Excellence.

The model provides a coherent and objective picture for your senior leaders to see what professional communications is or could be. Learn how you can use this well researched and credible model in self evaluation or in a communications audit.

11:00 NETWORKING REFRESHMENT BREAK

11:15 A UNIFIED APPROACH TO CRISIS RESPONSE



Kim Barbero, ABC,
Carah Worldwide Consulting Inc./
RasGas Company Ltd.



What defines a crisis, how do you prepare for the worst and how do you influence crisis communications processes as part of your supply chain management? Crisis communications planning means more than being prepared with a plan in place for your organization. It means ensuring your business partners are aligned and the approach integrated to protect the brand of each organization.

Learn how Carah Worldwide led international client and the world’s leading LNG producer, RasGas Company Limited of Qatar, through the process of identifying the top internal requirements to being prepared for a marine crisis and the importance of aligning the company’s vessel owners/operators to adopt the same standards and protocols. Kim will share:

- how RasGas has ensured it’s in a constant state of readiness through the development of best practice crisis communications processes and procedures that are integrated with its vessel owners/operators
- the most important elements of a crisis communications toolkit and how RasGas can use the contents to guide and influence a coordinated communications response
- how RasGas decided to expedite the review and approval process to ensure a prudent and rapid communications response
- how cultural and geographical sensitivities do influence how RasGas and its marine partners communicate through the media and to other stakeholders

12:15PM NETWORKING LUNCHEON

1:30 **USING SOCIAL MEDIA IN YOUR COMMUNICATIONS STRATEGIES**



Ryan Williams, MAL, President,
TWI Surveys Inc.,
www.twisurveys.com



Tudor Williams, ABC, MC, Fellow, Principal,
TWI Surveys Inc.,
www.twisurveys.com

MUST SEE!

Are communicators ready to incorporate the use of social media in our communication strategies? Do we see ourselves as leaders and implementers of social media? Or do we write off social media as another fad that will pass?

In the past year, TWI Surveys has conducted a number of research studies on the use of social media with IABC and other communication organizations. The objective was to explore how engaged communicators are in the planning and use of social media in their organizations. In this session, the authors of the study, Ryan and Tudor Williams will share the findings of their studies and present the implications they see for the future of social media in the lives of communicators in the next few years. You will learn:

- the extent to which communicators are aware of and prepared for the impacts of social media conversations on organizational relationships and reputation
- where the use of social media fits in communication strategies
- how communicators measure the outcomes and impacts of social media on business results
- the role communicators see for themselves in the evolution of social media in their organizations

2:45 **PLANNING LEADS TO A BIG PAYOFF — OR IN THIS CASE, A BIG PLAYOFF**



Wendy Heshka, ABC, Partner,
Communication Solutions Inc.,
www.communicationssolutions.ca



Sharon Stevens, APR, Fellow, Partner,
Communication Solutions Inc.,
www.communicationssolutions.ca



Opinion is hard to change. Behaviour is even harder. Especially when it relates to something people are passionate about. What is the key to effectively influencing opinion? It's all in the planning.

In this session, learn how communication strategy paid off in changing opinion on a top Canadian priority.

No — not the environment, healthcare or the economy. Something even more engrained in our culture — hockey!

This fascinating communication challenge features NHL players (Iginla, Doan, Recchi, and Sydor), powerful business leaders, lawyers and a Supreme Court judge in twists and turns that kept thousands of people on the edge of their seats.

Learn how research and measurement formed a foundation for an integrated communications plan that earned trust, maximized the power of influence to change opinion, engaged adversaries and managed media. Be inspired by how PR and legal formed a united crisis management team. And how in the end, the approach paid off with impressive results, including a vote by shareholders to sell their beloved hockey team and by newspaper readers as the second top news story of 2007. Take away ideas on “change communication” and how to get creative in achieving and measuring your results!

3:45 **NETWORKING REFRESHMENT BREAK**

4:00 **MAKING THE MEDIA WORK FOR YOU**



Alyn Edwards, Vice President,
Peak Communicators Ltd.,
www.peakco.com

Making the Media Work for You is a media training seminar designed for senior executives and designated spokespersons in a wide range of organizations. The seminar is given by senior Peak Communicators consultant Alyn Edwards — an experienced TV journalist and expert interviewer. The training has three primary objectives: enhance knowledge of print, electronic and new media and how to get positive media coverage; develop practical media presentation strategies and skills; and understand issues and crisis management strategies and communications. This seminar will cover:

- recognizing a good news opportunity
- identifying an issue that will make news or a crisis in the making
- understanding the needs of the media
- communications planning
- selecting the right spokesperson
- negotiating interviews
- developing key messages from real-life scenarios
- tips to succeed in media interviews every time
- organizing and executing a news conference and media events
- handling media at meetings and in scrums
- effective management of issues and crisis

5:00 **FORUM CONCLUDES FOR THE DAY**

PRACTICAL HANDS-ON WORKSHOPS

A

8:30 AM – 12:30 PM

COMMUNICATING IN A MULTI-GENERATIONAL WORKPLACE

Presented by **Glenna Cross, ABC, Master Communicator, is founder and President of Cross Wise Communications Ltd.**
(www.cross-wise.ca)

Understanding who is in today's multi-generational workplace and how best to work with or for them is essential for building successful working relationships.

Learn to recognize the generational differences in lifestyles, expectations, motivations, priorities, and work ethic through this highly interactive and fun workshop that will cover:

- why understanding the wants/needs of each generation is helpful.
- the characteristics of each generation.
- the communication needs, preferences and turn offs for each generation.
- the human resources demands and preferences for each generation in terms of recruitment/retention, performance feedback, mentoring and learning and development.
- what communicators can do to build effective multi-generational strategies.
- how to use multi-generational understanding to become a more effective communication coach for internal clients.

By the end of the workshop you can expect to have laughed with your own generation, challenged your assumptions of other generations and discovered some fundamentals common to all generations. Armed with these insights, you will have developed a list of actions to improve your personal communication effectiveness and new tools to help your clients with their communication.



Glenna Cross is a communications consultant, with more than 25 years experience in strategic communications, facilitation, communications training/teaching, business management, marketing communications, stakeholder consultation, advertising, fund development and leadership.



B

1:00 PM – 4:30 PM

NEGOTIATION SKILLS FOR COMMUNICATORS

Presented by **Carey Patterson, Onward Strategies Inc., Calgary, AB, www.onwardstrategies.com**

Negotiation skills are essential in daily interactions with others. Learn to prepare for negotiations, assess your alternatives, build a climate of collaboration, get beyond stubborn positioning and develop agreements that work for both sides. Traditional approaches to negotiation promote competitive tactics, often resulting in unsatisfactory outcomes for one or both negotiators. Collaborative or interest-based negotiation aims for agreements that respond to the interests of both parties.

Come discover that you are almost always negotiating. Discover what's working and what might be useful to consider for future conversations; at home — at work — with difficult people.



Carey Patterson is a facilitator, mediator and personal performance coach. She specializes in helping others find principled ways to solve problems. She thoroughly enjoys assisting others find and reach their best and is energized by conflict coaching as it directly fits her personal values of co-operation, fulfillment, purposefulness and respect.

4th Annual BC COMMUNICATIONS FORUM January 26 & 27, 2009

RENAISSANCE VANCOUVER HOTEL HARBOURSIDE
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IABC & CPRS MEMBERS receive a \$50 discount for conference only.

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Early bird registration (Before November 28) \$999 + \$49.95 (5%) GST = \$1048.95

Regular registration (After November 28) \$1099 + \$54.95 (5%) GST = \$1153.95

* January 26 & 27, 2009.

BC COMMUNICATIONS FORUM + 1 WORKSHOP ONLY*

Early bird registration (Before November 28) \$799 + \$39.95 (5%) GST = \$838.95

Regular registration (After November 28) \$899 + \$44.95 (5%) GST = \$943.95

* Jan., 26 & half day Jan. 27, 2009. Select **one** workshop from column at far right.

BC COMMUNICATIONS FORUM ONLY (JANUARY 26 ONLY)

Early bird registration (Before November 28) \$549 + \$27.45 (5%) GST = \$576.45

Regular registration (After November 28) \$649 + \$32.45 (5%) GST = \$681.45

ONE WORKSHOP ONLY (JANUARY 27 ONLY)*

Early bird registration (Before November 28) \$349 + \$17.45 (5%) GST = \$366.45

Regular registration (After November 28) \$399 + \$19.95 (5%) GST = \$418.95

* Half day Jan. 27, 2009. Select **ONE** workshop from column at far right.

OPTIONAL POST-CONFERENCE WORKSHOPS (JANUARY 27)

WORKSHOP A • MORNING Communicating in a Multi- Generational Workplace

(Before Nov. 28) \$349 + \$17.45 (5%) GST = \$366.45

(After Nov. 28) \$399 + \$19.95 (5%) GST = \$418.95

WORKSHOP B • AFTERNOON Negotiation Skills for Communicators

(Before Nov. 28) \$349 + \$17.45 (5%) GST = \$366.45

(After Nov. 28) \$399 + \$19.95 (5%) GST = \$418.95

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VENUE & RESERVATIONS

Renaissance Vancouver Hotel Habourside, 1133 West Hastings Street, Vancouver, BC. Reservations for the Event will be made by individual attendees directly by calling 1-800-905-8582. A special rate of \$189 if booked before Dec. 29, 2008.

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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