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*2nd Annual*  
**British Columbia**  
**COMMUNICATIONS**  
**Forum**

**January 29 & 30, 2007**

**Renaissance Vancouver Hotel Harbourside**

*Vancouver, British Columbia*



**Conference Chair  
Tarina Palmer, President  
Canadian Public Relations Society  
– Vancouver**

**OPTIONAL VALUE ADDED POST-CONFERENCE WORKSHOPS – JANUARY 30, 2007:**

**WORKSHOP A: EFFECTIVE BUSINESS WRITING**

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

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# About Us

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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](http://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](http://www.cprsvancouver.com).



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## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

### 8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



**Tarina Palmer,**  
President,  
Canadian Public Relations  
Society - Vancouver  
[www.cprsvancouver.com](http://www.cprsvancouver.com)

## 9:00 WHATS HOT?



**Warren Bickford, ABC**  
Past Chair, International Association  
of Business Communicators,  
Regional Director,  
Corporate Communications,  
Vancouver Coastal Health  
[www.vch.ca](http://www.vch.ca)

WORLD  
RENOWNED  
SPEAKER!

As good communicators, we know it is important to have a solid understanding of what has come before but we also know to keep an eye on the horizon. What is lurking out there that could impact my company? What is keeping or should be keeping my CEO awake at night? What do I need to be thinking about as a professional communicator? How can I be of value?

Based on work done by the IABC Research Foundation and his personal observations as a senior communicator, Warren will present his Top Ten list of hot trends and issues that communicators should be thinking about.

## 10:00 THE BEST OF INTRANETS 2006



**Toby Ward,**  
President and CEO,  
Prescient Digital Media  
[www.prescientdigital.com](http://www.prescientdigital.com)

BEST OF  
THE BEST!

The best intranets have common themes and reinforcing characteristics: employee engagement, strong governance, simple design and navigation, timely, timely and relevant content and tools, demonstrated executive support, and a well-defined plan.

Using some of the best examples and intranets on the planet, Toby Ward will show you the biggest and best with lots of tips and examples on how to find and deliver success at your organization. Toby guarantees you'll walk away with no fewer than 10 good ideas for implementing on your own intranet.

This session will feature winning intranets from:

- British Airways
- Cisco
- IBM
- QAS
- BBC
- and others...

## 11:00 NETWORKING REFRESHMENT BREAK

### 11:15 ISSUES MANAGEMENT — HOW TO TURN REACTIVE INTO PROACTIVE



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

DELEGATE  
FAVOURITE

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.

## 12:15PM NETWORKING LUNCHEON

### 1:30 KEEP YOUR WORD AS GOOD AS YOUR BOND: THE ROLE INTERNAL COMMUNICATIONS PLAYS AT ONE OF CANADA'S TOP EMPLOYERS



**Wade Wilson,**  
PCL Constructors Inc.  
[www.pcl.com](http://www.pcl.com)



The PCL family of companies is Canada's largest and America's 10th largest contracting organization. It ranks eighth on the *Globe and Mail's* 50 Best Employers in Canada list, is one of the *Financial Post's* Ten Best Companies to Work For in Canada, is a Platinum Member of Canada's Best Managed program, and is on Fortune Magazine's 2006 Top 100 Companies To Work For in the U.S. list.

What role does internal communications play in maintaining a work culture that consistently ranks near the top? How can your communications team help your organization climb the rankings to become one of the best? This interactive presentation will explore:

- How *history* and *tradition* create legends and rules to work by
- How *powerful storytelling* entrenches and enhances company values
- How *ownership* works formally and informally to empower employees
- How *informal communication* channels based in trust can be enhanced by communications
- How *formal communications* products seal the deal

2:30 **COMMUNICATIONS PLANNING — WHY IT'S NOT WORKING**



**Karen Lee, ABC, MC**  
The KJ Lee Group  
[karenjlee@telus.net](mailto:karenjlee@telus.net)



The concept has been around for decades and we purport to do it regularly, so why aren't we all trusted advisors at the senior table? If we're writing measurable objectives and achieving good outcomes, why hasn't anyone noticed?

In this session, Karen Lee, ABC, MC will weave what we've learned from the findings of the three-nation study of public relations and communication management sponsored by the IABC Research Foundation (*Excellence in Public Relations and Communication Management*) and what we know about communications planning to highlight five potholes we need to avoid when we plan.

The session will discuss what this seminal research discovered about communications excellence and how you can use that knowledge to develop communications plans that will make a strategic contribution to your organization.

3:30 **NETWORKING REFRESHMENT BREAK**

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



**Moderator: Shawn Hall,**  
Vice President,  
Canadian Public Relations Society -  
Vancouver  
[www.cprsvancouver.com](http://www.cprsvancouver.com)

**PANEL:**



**Radio:**  
**Ian Koenigsfest, News Director**  
& Assistant Program  
Director, CKNW News-Talk/980  
& Program Director,  
AM730 Continuous All Day Traffic



**Print:**  
**Hugh Dawson,**  
Business Editor,  
Vancouver Sun

**TV: TBA**

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 **FORUM CONCLUDES FOR THE DAY**



## 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 C's 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.

Presents:

**ATTENTION:**  
PLEASE FORWARD TO:  
Communications Manager

2nd Annual  
**British Columbia**  
**COMMUNICATIONS**  
**Forum**

**January 29 & 30, 2007**  
**Renaissance Vancouver**  
**Hotel Harbourside**  
**1133 West Hastings Street**

\*\*\* CPRS & IABC MEMBERS receive a \$50 discount for conference and \$25 for workshop\*\*\*

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BEST  
VALUE!

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BC Communications **Forum + 2 Workshops** \$999 + \$59.94  
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Select ONE:  Workshop A or  Workshop B

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**Workshop A:** Effective Business Communications (Morning of Jan. 30)  
\$349 + \$20.94 (6%) GST= \$369.94

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**Workshop B:** Media Relations 101: Never Say No Comment (Afternoon  
of Jan. 30) \$349 + \$20.94 (6%) GST= \$369.94

OR

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Select ONE: Workshop A or Workshop B

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(6%) GST= \$687.94

**REGULAR REGISTRATION (After December 29)**

**Workshop A:** Effective Business Communications (Morning of Jan. 30)  
\$399 + \$23.94 (6%) GST= \$422.94

**REGULAR REGISTRATION (After December 29)**

**Workshop B:** Media Relations 101: Never Say No Comment (Afternoon  
of Jan. 30) \$399 + \$23.94 (6%) GST= \$422.94

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**VENUE & RESERVATIONS**

Renaissance Vancouver Hotel Harbourside, 1133 West Hastings St.  
Reservations for the event will be made by individual attendees  
directly by calling **1-800-905-8582**. A special rate of \$159.00 if  
booked before December 28, 2006.

**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  
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