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# 3rd Annual **MARITIME** **COMMUNICATIONS** forum

March 30 & 31, 2009

Delta Barrington  
HALIFAX, NOVA SCOTIA



## Conference Chair

Christina Biluk, ABC,  
Executive Vice President,  
IABC Maritime Canada &  
Account Director, Extreme Group

Optional Value Added  
Post-Conference Workshops  
March 31, 2009

- A:** Negotiation Skills for Communicators
- B:** Communicating in a Multi-Generational Workplace

Supported by:

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS  
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# About Us!

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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**. Visit our web site **www.summersdirect.com**



Founded in 1970, the **International Association of Business Communicators** (IABC) provides a professional network of more than 14,794 business communication professionals in more than 70 countries, operating within more than 100 chapters around the world.

Members worldwide — in every industry both within the public and nonprofit sectors — have leveraged our resources in advancing their careers and meeting organizational objectives by delivering value through improving business performance via effective communications.

IABC/Maritime Canada is managed by an executive board of volunteer leaders. To contact the current executive board, please visit **www.maritime.iabc.com/about-iabc**.



**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 powerhouses: PR Newswire, based in New York City, USA and PA Group, based in London, UK. **www.newswire.ca.1.877.CNW.7890**

# Day One • Monday, March 30, 2009

## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

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



**Christina Biluk, ABC,**  
Executive Vice President,  
IABC Maritime Canada &  
Account Director, Extreme Group,  
[www.maritime.iabc.com](http://www.maritime.iabc.com)  
[www.extremegroup.com](http://www.extremegroup.com)

### 9:00 WEB 2.0 & SOCIAL NETWORKS



**Ryan Lejbak,**  
Principal,  
zu.com communications,  
[www.zu.com](http://www.zu.com)

A DELEGATE FAVOURITE!

Web 2.0 and social media are all the buzz in the interactive world. Will they stick or are they simply teenage fodder? Ryan will discuss how this online phenomena is affecting the way we do business. With thousands of social media websites — which ones can help or hinder your business? Facebook, Twitter, Flickr, YouTube, USTREAM.TV — if properly understood, these websites can help you utilize important communications tools. From recruiting to news to marketing, social media can aid communications professionals in a variety of capacities. It's time to sit up and take notice to the changing online world.

### 10:00 BREAKOUT SESSION: SOCIAL NETWORKING

You've heard all about social networking from Ryan's presentation, so now what? In this interactive session, delegates will break-out into small groups and discuss with their colleagues, how you can use these skills in your own communications environments.

### 10:45 NETWORKING REFRESHMENT BREAK

### 11:00 ISSUES MANAGEMENT — A LOTTERY INDUSTRY CASE STUDY



**Paula Dyke, ABC,**  
Director, Public Affairs and Corporate Communications,  
Atlantic Lottery Corporation,  
[www.alc.ca](http://www.alc.ca)

AWARD WINNER

Imagine an issue that refocuses a global industry, kick-starts operational changes, and impacts all stakeholders. The issue of a lottery player in Ontario who had his \$250,000 winning ticket stolen by a retailer caused ripples world-wide.

Learn how Atlantic Lottery reacted, what communications strategy they used, and the communications lessons learned. Join Paula Dyke, 2008 IABC Gold Quill winner in the category of Issues and Crisis Management for a lively discussion of and some tips that can be transported to any industry.

### 12:00PM NETWORKING LUNCHEON

### 1:00 WELLINGTON COUNTY: PROUD TO BE ONE OF CANADA'S TOP 100 EMPLOYERS



**Andrea Ravensdale,**  
Communications Officer,  
County of Wellington,  
[www.wellington.ca](http://www.wellington.ca)

AWARD WINNER

To attract and retain high performance employees, you need to be the best. The County of Wellington is proud to be selected one of Canada's Top 100 Employers for 2009, by *Maclean's* magazine. Since this prestigious list was made public in October, Wellington County has been inundated with calls, emails and letters from people across Canada, wanting to know what makes them a top employer. Andrea Ravensdale will speak about why making this list is important, what makes the County of Wellington a Top 100 Employer, what making this list means to the organization and its employees, and how the County of Wellington has promoted and has marketed this achievement locally, provincially and nationally.



2:00 **BUCKETS, LADDERS & NAILS 2008 AD CAMPAIGN — EMPLOYEE SNEAK PEEK**



**Julie Trites,**  
Communications Advisor,  
Workers' Compensation Board  
of Nova Scotia,  
[www.wcb.ns.ca](http://www.wcb.ns.ca)

AWARD  
WINNER

In 2004, the Workers' Compensation Board (WCB) of Nova Scotia launched a social marketing campaign to change people's attitudes toward workplace safety. Up until that point, the advertising component focused on raising awareness about workplace injuries and the incredible toll they take on the province. The goal was to simply get the issue on the radar screen of Nova Scotians.

The 2008 advertising took the message one step further by encouraging people to take action and do something about an injury before it happens. Before the TV ads went public, internal launch events were held to ensure WCB employees understood the campaign message and were engaged in its new direction toward behavioural change.

Learn how the WCB stretched a small budget and a short timeframe to bring the ads to life in an event that engaged employees in the campaign, inspired them to feel ownership of the ads, and encouraged them to apply the campaign message to their own workplace.

3:00 **NETWORKING REFRESHMENT BREAK**

3:15 **STAKEHOLDER ENGAGEMENT:  
WHERE ROP MEETS ROI**



**Paul Black,**  
Senior Consultant,  
MT&L Public Relations Limited  
[www.mtlpr.ca](http://www.mtlpr.ca)

MUST  
SEE!

From the formal permits and licenses, to a *social* license to operate, businesses and organizations have an increasingly complex world in which to balance the demands their stakeholder are making of them.

Paul will talk about how companies and organizations are looking for how their return on investment (ROI) is maximized through focusing on their stakeholders' return on participation (ROP). Understanding where your stakeholders are coming from, what they expect and what you can deliver, is only the beginning. Turning the notion of engagement from a one-off, into building a culture of sustainable engagement, is the approach that will guarantee success. Let's talk about why.

4:00 **USING THE EXCELLENCE MODEL TO EVALUATE  
YOUR COMMUNICATIONS FUNCTION**



**Glenna Cross, ABC, MC,**  
Founder and President,  
Cross Wise Communications Ltd.,  
[www.cross-wise.ca](http://www.cross-wise.ca)

MUST  
SEE!

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.

5:00 **CONFERENCE CONCLUDES**



PRACTICAL HANDS-ON WORKSHOPS

**A** 9:00 AM – 12:30 AM  
**NEGOTIATION SKILLS FOR COMMUNICATORS**

Presented by **Carey Patterson, Onward Strategies Inc.**, Calgary, AB, [www.onwardstrategies.com](http://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.

**B** 1:00 PM – 4:30 PM  
**COMMUNICATING IN A MULTI-GENERATIONAL WORKPLACE**

Presented by **Glenna Cross, ABC, Master Communicator, founder and President of Cross Wise Communications Ltd.**, [www.cross-wise.ca](http://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.



Presents:

# 3rd Annual MARITIME COMMUNICATIONS FORUM

## March 30 & 31, 2009

DELTA BARRINGTON  
1875 Barrington Street, Halifax, NS

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

I am an IABC member — save additional \$50 on conference or \$25 on workshop

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#### BEST VALUE!

#### MARITIME COMMUNICATIONS FORUM + 2 WORKSHOPS\*

Early bird registration (Before February 13) \$999 + \$49.95 (5%) GST = \$1048.95

Regular registration (After February 13) \$1099 + \$54.95 (5%) GST = \$1153.95

\* March 30 & 31, 2009.

#### MARITIME COMMUNICATIONS FORUM + 1 WORKSHOP ONLY\*

Early bird registration (Before February 13) \$823 + \$41.15 (5%) GST = \$864.15

Regular registration (After February 13) \$923 + \$46.15 (5%) GST = \$969.15

\* Mar. 30 & half day Mar. 31, 2009. Select **one** workshop from column at far right.

#### MARITIME COMMUNICATIONS FORUM ONLY (MARCH 30 ONLY)

Early bird registration (Before February 13) \$499 + \$24.95 (5%) GST = \$523.95

Regular registration (After February 13) \$599 + \$29.95 (5%) GST = \$628.95

#### ONE WORKSHOP ONLY (MARCH 31 ONLY)\*

Early bird registration (Before February 13) \$324 + \$16.20 (5%) GST = \$340.20

Regular registration (After February 13) \$349 + \$17.45 (5%) GST = \$366.45

\* Half day March 31, 2009. Select **ONE** workshop from column at far right.

#### OPTIONAL POST-CONFERENCE WORKSHOPS (MARCH 31)

##### WORKSHOP A • MORNING Negotiation Skills for Communicators

(Before Feb. 13) \$324 + \$16.20  
(5%) GST = \$340.20

(After Feb. 13) \$349 + \$17.45  
(5%) GST = \$366.45

##### WORKSHOP B • AFTERNOON Communicating in a Multi- Generational Workplace

(Before Feb. 13) \$324 + \$16.20  
(5%) GST = \$340.20

(After Feb. 13) \$349 + \$17.45  
(5%) GST = \$366.45

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### VENUE & RESERVATIONS

**Delta Barrington**, 1875 Barrington St., Halifax, Nova Scotia, B3J 3L6.. For reservations please call (902) 429-7410.

### 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 \$100 plus \$5 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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