



early birds
**SAVE
\$100**
or more!

**Offer Ends
October 10**

The conference municipal communications professionals have been waiting for!

3rd Annual 
**MUNICIPAL
COMMUNICATIONS**
conference

November 24 & 25, 2008

Holiday Inn Hotel & Suites, Downtown Ottawa

OTTAWA, ONTARIO

**Optional Post-
Conference Workshops**

~ Nov. 26, 2008 ~

- A: **Negotiation Skills for Communicators**
- B: **Communications Audit**



**Conference Chair
Brian Lambie, Principal,
Redbrick Communications &
Media Contact, Association of
Municipalities of Ontario (AMO)**

Supported by:



CISION



Canada's Municipal News Network

REGISTER TODAY

by calling **1-866-869-7969** or e-mail
register@summersdirect.com



About Us!

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!

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**.



CISION

Cision is the leading global provider of media research, distribution, monitoring and evaluation services. With over 40 locations throughout the world, Cision provides the insight, expertise and intelligence that improves performance and builds reputations. For more information, visit **ca.cision.com** or contact us at 877-269-3367.



CNW GROUP

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 multimedia 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**.



MUNICIPAL INFORMATION NETWORK
www.municipalinfonet.com
Canada's Municipal News Network

Find out what's going on in other cities and towns throughout Canada. **Municipal Information Network's** features include a daily e-newsletter; press releases; media round up of all the major daily Canadian news sources; media round up of over 500 local newspapers throughout Canada; employment; and events. Subscribe today at **www.municipalinfonet.com**.

Day One • Monday, November 24, 2008

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

8:30 **WELCOME AND OPENING REMARKS FROM THE CHAIR**



Brian Lambie,
Principal, Redbrick Communications
& Media Contact, Association of
Ontario Municipalities (AMO)
www.redbrick.ca / www.amo.on.ca

9:00 **OPENING ADDRESS BY OTTAWA MAYOR LARRY O'BRIEN**



The Honourable Larry O'Brien,
Mayor, City of Ottawa
www.ottawa.ca

With over 5 million visitors last year, the City of Ottawa's website has become an essential part of the city's drive to enhance services and information exchange, yet lower the economic and ecological footprint. Earlier this year, Mayor Larry O'Brien led a task force that identified new opportunities for engaging citizens and businesses in unprecedented business transformation and synergistic communication. Mayor O'Brien will speak about "Changing the Conversation: The Task Force on E-Government" and the restructuring work underway at the City of Ottawa to build a new communications and service culture.

9:30 **CANADA'S ONE CENT OF THE GST NOW! CAMPAIGN**



Kevin Sack,
Director, Strategic Communications,
City of Toronto
www.toronto.ca

Launched in February of 2007 the "One Cent" campaign has become widely understood as the moniker for municipalities to advocate for the funding they require to maintain growth in Canada. The campaign engaged municipalities, opinion leaders and residents across Canada to inform them about the need to give all municipalities in Canada a source of revenue that grows when the economy grows. Making use of a very small budget and leveraging earned media and advocacy opportunities the campaign met many of its objectives. Join a discussion on the strategy, advocacy and tactics behind the campaign. Review the campaign prior to the session by going to www.onecentnow.ca

10:30 **NETWORKING REFRESHMENT BREAK**

10:45 **BEST PRACTICE EXCHANGE**

In this interactive session, delegates will break into small groups and share their very own lessons learned and best practices in communications. Notes will be collected from each group and a report will be e-mailed to all delegates afterwards.

12:00PM **NETWORKING LUNCHEON**



1:15 BANFF REFRESHING: CAD\$22.8 MILLION RENOVATION PROJECT



Michelle Gurney, ABC,
Town of Banff,
www.banff.ca

The Town of Banff is a major Canadian tourist destination, with four million visitors annually descending upon the small town of just over 8,000 residents. In 2007, with the 100-year-old infrastructure failing, the Town of Banff kicked off a \$22.8 million plan to replace its infrastructure and make its downtown more pedestrian friendly and reflective of the natural environment.

You'll learn about how the Town of Banff:

- Mitigated construction and its impact on residents, businesses and visitors
- Maintained community buy-in using a three-phase communication plan, keeping primary audiences in the loop on the construction progress
- Created a festival-like atmosphere downtown to keep visitors where business could be preserved

2:15 NETWORKING REFRESHMENT BREAK

2:30 COMMUNITY BASED RESEARCH — THE FIVE Ws AND THE COMMUNICATIONS IMPLICATION



Rob Grien,
Partner,
PMG Intelligence
www.pmgintelligence.com

PMG Intelligence is a Waterloo Ontario based market research company that has spent the past decade performing community research for many Ontario based Municipalities. The primary purpose of this session is to provide insight into measurement methodologies and best practice in executing community based research.

More specifically, Rob will speak about:

- Market research approaches and methodologies for community based research (quantitative and qualitative)
- Getting the most value out of community based market research
- Engaging the organization in market research initiatives
- Creating a community focused scorecard

- Understanding drivers to satisfaction and quality of life in the public sector
- Applying research methodology to testing public sector communications

3:30 SOCIAL MARKETING CASE STUDY: MORE BLUE AND GREEN FOR A BETTER PLANET



Carleen Carroll, APR,
Director, Community Relations,
Halton Region
www.halton.ca

Most social marketing initiatives require a Herculean effort to convince the public of the need to change their behaviour for the health and well-being of society. This was not the case when Halton Region, a regional municipality located west of Toronto, launched a new waste management program, including organics and more frequent recycling. With a public already hungry for additional recycling practices, Halton's social marketing campaign was able to focus more on "how" to participate rather than "why" recycling is important. Participants will learn how the community's pent up demand for the new waste management program lead to some implementation challenges and how strategic communication strategies turned Halton's challenges into a social marketing success!

4:30 CONFERENCE CONCLUDES FOR THE DAY



8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

9:00 GOOD NEIGHBOURS ... GREAT NEIGHBOURHOODS: BUILDING A BRAND FOR THE HALIFAX REGIONAL MUNICIPALITY



Deborah Story,
Manager, Marketing,
Design and Print Services
External and Corporate Affairs,
Halifax Regional Municipality
www.halifax.ca

Deborah Story will share with you a marketing campaign that is building a strong brand for the Halifax Regional Municipality while building partnerships at the “grass roots” level — its neighbourhoods. The Halifax Regional Municipality has launched a successful “Good Neighbours ... Great Neighbourhoods” brand, Deborah will share the following ideas:

- Why did we use a social marketing approach in developing our branding campaign?
- What is the Good Neighbours ... Great Neighbourhoods brand?
- How did we get the necessary “buy in” from senior management/politicians?
- How did we engage citizens/partners in our program?
- How are we promoting our program?
- Developing a Neighbourhood Toolkit/website

10:00 NETWORKING REFRESHMENT BREAK

10:15 THE POWER TO ENGAGE CITIZENS THROUGH SOCIAL MEDIA



Joseph Thornley,
Chairman and CEO,
Thornley Falls Communications
and Design
www.thornleyfallis.com

Citizens are using social media and social networks to connect, express their views, form groups and signal affinity for causes.

The advent of social media has sharply reduced or eliminated many of the constraints that had held back community formation. The cost to organizer and member is low. But their reach is immense and rapid.

Some say that with so little effort necessary to signal affinity for a cause, participation in online communities is meaningless. But is this so?

What can government do in the face of this ever increasing social media activity? Ignore it? Watch it? Embrace it?

Joseph Thornley will draw on real world examples to illustrate how people are using social media and social networks to coalesce around causes and issues. He will show how you can determine when and how to participate in these online communities and conversations. And he will provide an overview of the social media culture that organizations must observe when venturing into social media.

What you will learn:

- How social media is lowering the barriers to online group and community formation
- The rules of engagement for organizations entering social media and online communities
- How to get started monitoring and understanding the online conversations affecting you — in just 15 minutes a day

11:15 WORKING WITH ELECTED OFFICIALS



Brian Lambie,
Principal, Redbrick Communications
& Media Contact, Association of
Ontario Municipalities
(AMO)
www.redbrick.ca / www.amo.on.ca

It is often assumed that elected officials are strong, confident communicators, but are they? During the past five years, Brian Lambie has provided media relations and communications training to hundreds of mayors and councillors across Ontario.

What are their most common strengths and weaknesses? What's their role in a municipality's communications “team” and how can you strengthen their performance?

12:15PM NETWORKING LUNCHEON

1:00 FEEL THE ENERGY — TAKING ENVIRONMENTAL CONSCIOUSNESS TO THE COMMUNICATIONS REALM



Linda L. Fegan,
Director, Corporate Communications
and Marketing, City of Cambridge
www.cambridge.ca

The challenge of supporting new municipal directions, clarifying environmental leadership initiatives and executing a communications strategy for “going green” are all part of the best practices that will be discussed in this session. Linda will share elements of a targeted communication strategy around striving for a Canadian first.

Designed to inform and change public perception, in tandem with the need to develop internal relationships with a new team, the campaign rolled out with a message of reaching for gold in Leadership in Energy and Environmental Design (LEED) for the largest capital project in the history of the municipality — City Hall.

Couple this with the challenge of meeting goals and expectations with limited resources, and you’ll hear how one mid-sized municipality took an opportunity to promote their green innovation in a big way. Hear about how to make a big impact without having big dollars. Discover how focus media relations turned around the views of the community and produced a win-win result for the City and its residents.

2:00 THE THREE “Rs” OF PARTNERSHIPS — RISK, REPUTATION AND RESULTS



Wendy Cummings,
Director, Public Affairs,
Federation of Canadian
Municipalities
www.fcm.ca

Municipalities are increasingly engaging in and responding to partnership opportunities to deliver on public consultation, research and outreach/ program delivery mandates.

This session will provide hands-on “how-to” tips on developing partnership programs from start to finish — design, negotiation, due diligence/mitigating risk, approvals and buy-in, implementation, defining and communicating success.

3:00 NETWORKING REFRESHMENT BREAK

3:15 HOW TO COMMUNICATE WHEN NOBODY IS LISTENING



Alexandra Fuller, B.A., APR,
Sr. Consultant, Communications
& Government Relations,
AECOM Canada
www.gartnerlee.com



Nick Buczynsky, ABCP,
Community Emergency
Management Coordinator,
Halton Region
www.halton.ca

Emergencies! They conjure up images of forest fires, blackouts, tornadoes and floods. These all-too real events can be the backdrop for incredible human drama, devastation and heroism. Yet, for those of us fortunate to live in a place where the threat of natural disasters, political terrorism or infrastructure meltdowns are few and far between, the job of public education can be as lonely as the Maytag repair man.

This informative session will discuss the challenges of engaging the public on an issue that is rarely top-of-mind. Learn how the Regional Municipality of Halton encouraged residents and stakeholders to take responsibility for their own safety and well-being through a comprehensive program to build awareness about emergency preparedness.

4:30 CLOSING REMARKS AND CONCLUSION OF CONFERENCE



A

9:00am –12:30pm

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 and 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

1:00pm –4:30pm

ACCOUNTABILITY AND TRANSPARENCY IN COMMUNICATIONS: CREATING THE COMMUNICATIONS AUDIT FUNCTION FOR YOUR ORGANIZATION

Presented by **Nicholas Ruskowski, Account Director, Thornley Fallis**, www.thornleyfallis.com

In today's environment, accountability and transparency are at a premium. Shareholders and stakeholders expect the communications initiatives undertaken on their behalf to generate clear value for money. What's more, communications teams are expected to deliver this value while operating within increasingly tight budgetary constraints. That said, one of the most effective ways to measure and demonstrate the value of communications initiatives is through a communications audit. A good audit can not only strengthen targeted outreach and public relations, but it can provide the foundation for a persuasive argument in favour of better investments in communications.

This practical interactive workshop will explore the planning stages of an audit, the audit process and the communications planning required to communicate the results to your organization. At the end of the workshop, participants will have a better sense of the tools they need to undertake a communications audit. Some of the questions Nicolas will answer include:

- How to determine whether you should conduct an audit in-house or through a third party?
- How much resources should you devote to a communications audit?
- How well are you performing compared to other/competing communicators in your sector?
- How can you leverage best communications practices within your sector to improve your own communications?
- To whom should you present the results and recommendations flowing from your audit?
- How do you translate your audit into an operational reality?

A fourteen year veteran of the public relations profession, Nicolas Ruskowski provides private, public and non-profit sector clients with top-flight communications advice. Leveraging his unique experience, Mr. Ruskowski provides strategic insight to executives who understand that clear, effective communications are central to achieving their most important objectives.

Nicholas Ruskowski is an award-winning public speaker whose skills are frequently tested on panels about applying web-based communications to shape public opinion, respond to high-profile crises, and manage community and civic development initiatives; about revitalizing Central and Eastern European politics through effective outreach; and about modernizing government communications and public consultations through web-based platforms. He has conducted communications audits for one national parliament and 10 political parties in Central and Eastern Europe.



Presents:

3rd Annual MUNICIPAL COMMUNICATIONS conference

November 24 & 25, 2008

HOLIDAY INN HOTEL & SUITES, DOWNTOWN OTTAWA
111 Cooper Street, Ottawa, Ontario

PLEASE REGISTER ME FOR:

BEST VALUE!

MUNICIPAL COMMUNICATIONS CONFERENCE + BOTH WORKSHOPS*

- Early bird registration (Before Oct. 10) \$1349 + \$67.45 (5%) GST = \$1416.45
- Regular registration (Oct. 11 and later) \$1499 + \$74.95 (5%) GST = \$1573.95

* November 24, 25 & 26, 2008.

MUNICIPAL COMMUNICATIONS CONFERENCE + ONE WORKSHOP*

- Early bird registration (Before Oct. 10) \$1199 + \$59.95 (5%) GST = \$1258.95
- Regular registration (Oct. 11 and later) \$1349 + \$67.45 (5%) GST = \$1416.45

* Nov. 24 & 25 and half day Nov. 26, 2008. Select **ONE** workshop from column at right

MUNICIPAL COMMUNICATIONS CONFERENCE ONLY • BOTH DAYS (NOV. 24-25, 2008)

- Early bird registration (Before Oct. 10) \$999 + \$49.95 (5%) GST = \$1048.95
- Regular registration (Oct. 11 and later) \$1099 + \$54.95 (5%) GST = \$1153.95

MUNICIPAL COMMUNICATIONS CONFERENCE ONE DAY ONLY

Check ONE: MONDAY, NOV. 24, 2008 **OR** TUESDAY, NOV. 25, 2008

- Early bird registration (Before Oct. 10) \$499 + \$24.95 (5%) GST = \$523.95
- Regular registration (Oct. 11 and later) \$599 + \$29.95 (5%) GST = \$628.95

ATTENTION:
PLEASE FORWARD TO:
Communications Manager

OPTIONAL POST-CONFERENCE WORKSHOPS (NOVEMBER 26)

WORKSHOP A • MORNING Negotiation Skills for Communicators

- (Before Oct. 10) \$349 + \$17.45 (5%) GST = \$366.45
- (After Oct. 11) \$399 + \$19.95 (5%) GST = \$418.95

WORKSHOP B • AFTERNOON Communications Audit

- (Before Oct. 10) \$349 + \$17.45 (5%) GST = \$366.45
- (After Oct. 11) \$399 + \$19.95 (5%) GST = \$418.95

REGISTER NOW!

PAYMENT

- Payment enclosed (please make cheques payable to SummersDirect Inc.)
- Please send me invoice (must be received before conference or upon arrival)
- Please charge my Visa MasterCard American Express

Card Number: _____

Card Holder's Name: _____

Signature: _____ Expiry Date: _____

Date: _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____ Type of Business: _____

PHONE 1-866-869-7969

FAX 1-905-762-9101 (fax back this page)

E-MAIL register@summersdirect.com

MAIL SummersDirect Inc.
18 Yukon Drive, Richmond Hill, ON L4B 4E9

VENUE & RESERVATIONS

Holiday Inn Hotel & Suites, Downtown Ottawa,
111 Cooper Street, Ottawa, ON. Conference Rate of:
Single: \$129.00; Double: \$139.00; Triple \$149.00; Quad: \$159.00

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.

SPONSORSHIP OPPORTUNITIES

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