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Municipal COMMUNICATIONS Conference

October 30 & 31, 2006 • Courtyard By Marriott Downtown
Toronto, Ontario



CHAIR

Massimo Bergamini,

Director,
Policy, Advocacy and Communications,
Federation of Canadian Municipalities

OPTIONAL POST-CONFERENCE WORKSHOP – NOVEMBER 1, 2006:

WORKSHOP A: MEDIA RELATIONS 101: NEVER SAY NO COMMENT

Supported by:

FCM
Federation of Canadian Municipalities

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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 (IABC) 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.

The Toronto chapter, as the largest chapter of IABC, provides access to products, services, activities and networking opportunities in Toronto and around the world. They help people and organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other forms of communication. For more information please visit toronto.iabc.com.



The Federation of Canadian Municipalities (FCM) has been the national voice of municipal government since 1901.

With more than 1,300 members, FCM represents the interests of municipalities on policy and program matters that fall within federal jurisdiction. Members include Canada's largest cities, small urban and rural communities, and 17 provincial and territorial municipal associations.

Municipal leaders from all parts of Canada assemble annually to establish FCM policy on key issues. The National Board of Directors meets quarterly to review policy and program matters.

Serving its members in both official languages, FCM is dedicated to improving the quality of life in all communities by promoting strong, effective and accountable municipal government. Along with its policy interests, FCM remains a professional association serving elected municipal officials. For more information please visit www.fcm.ca.



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FREE MUNICIPAL NEWSLETTER

Interested in local government news from Alberta to Newfoundland? Check out Canada's most compelling and entertaining source of municipal news, the MuniMall Newsletter from the University of Alberta. To see the current edition and sign up for your free email subscription, click on the "Newsletter" button at www.munimall.net.

8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Massimo Bergamini,
Director, Policy, Advocacy and
Communications,
Federation of
Canadian Municipalities
www.fcm.ca

9:00 PROVINCIAL AND MUNICIPAL RELATIONS



Laura Lee Langley,
Director of Communications,
Communications Nova Scotia
www.gov.ns.ca/cmns

PROVINCIAL
PERSPECTIVE

Relationships between municipal bodies and their provincial counterparts can be challenging, and sometimes difficult to manage. In many cases, municipal and provincial governments are partners, working together to provide services and information to their citizens. However the legislated power structure that establishes how provinces and municipalities interact is a recipe for tension. How we manage that tension in the context of protecting our own spheres of influence and jurisdiction can create a minefield for the communications professionals caught in the middle. To be successful we must develop effective relationships — managing the overlap in jurisdictional responsibility, and different priorities, in the best interests of the people we serve. In this workshop you will learn how to:

- work within respectful boundaries
- develop parameters for successful negotiation and interaction with your provincial counterparts
- move your influence beyond the provincial department responsible for municipalities, and into areas that will provide a direct link to the information you care about
- develop a no-surprises approach to establishing firm relationships that will enable productive results

10:00 DRIVE CHANGE WITH RESEARCH-BASED COMMUNICATIONS



Tara Sprigg,
Senior Communications Officer,
City of Guelph
www.guelph.ca



The City of Guelph has had notable success when it comes to helping its service areas achieve their overall business objectives. Guelph's issue-based and departmental communications programs have won the Canadian Public Relations Society's Don Rennie

Memorial Award for Excellence in Government Communications for two consecutive years.

In this session you will learn how a research-based communications program can help you drive change with your most important public: the taxpayer. Specifically, you will learn how to:

- use public opinion research to help set meaningful program objectives
- customize your tactical plan to address conditions specific to different pockets of your city
- build credibility — from the inside — for the PR function; proving PR's value to all staff — from the CAO and Chief City Planner to asphalt crews and the swimming instructors

11:00 NETWORKING REFRESHMENT BREAK

11:15 COMMUNICATING IN MULTIPLE LANGUAGES TO REACH A DIVERSE AUDIENCE

Patricia MacDonell,
Manager, Public Information,
City of Toronto,
www.toronto.ca

CASE
STUDY

Green bin...green bucket...green tub...Toronto's household container for organic waste can have a different name depending on the language used in promotional materials. It's just one of many examples of the challenges of communicating important City information to a highly diverse population. This session will share with you Toronto's experiences of developing the first multilingual policy for municipal government in Canada, and the outcomes of implementing this policy for the past four years. Hear how Canada's most ethnically diverse city selects the target languages for communications materials, how it works with ethnic media and how it measures the success of its translation and interpretation efforts. The session will feature plenty of examples, such as the 2006 Municipal Election, and case studies from service and program areas such as public health, planning, parks and recreation and more.

12:15PM NETWORKING LUNCHEON

1:30 TERRORISM AND JOURNALISM — HOW IT IMPACTS YOUR MUNICIPALITY



Tim Dunne,
Consultant & Retired Military
Public Affairs Officer,
Communications Advisor,
Government of Nova Scotia

HOT NEW
TOPIC!

Terrorism has become a real threat to Canadians. The events of September 11, and more recently the June

3rd arrests of 17 people in the Toronto area, forcefully demonstrated that we are also targets of those who would commit large-scale violence in the interests of terror. As municipal communicators, this adds an extra crisis for us to consider and prepare for. We have the responsibility to ensure that the public's right to know is protected while supporting government efforts to defend the public, save lives, and protect private property and local infrastructure.

As a result, how the media deals with terrorism is something that we should be considering. The news media are drawn to these events as moths to a flame. Theirs is the responsibility to cover, witness, analyze, and report. However, police and security agencies tend to marginalize or even exclude news media from any access to responses to terrorist events, in the interests of security and operational secrecy. We need to consider these ideas and plan a way to work together.

In this session, you will learn:

- what should be the relationship between journalists and those who commit violence on a grand scale?
- what is the role of the media in reporting these events?
- what is the role of the communications community in dealing with news media during a terrorist-instigated crisis?
- how do communications personnel prepare for the inevitable media reaction to a terrorist event?
- how can we foster a positive working relationship with news media?
- what are the steps that will engage journalists in meeting their responsibilities to inform the public, and procedures that will partner with them as agents of the public interest?

Tim Dunne, APR, is a retired Canadian military public affairs officer with 32 years of service. His experience includes United Nations peace-keeping missions in Israel, Egypt, Syria and the Balkans. He also served with NATO's peace support missions in numerous countries and has held public affairs management and leadership positions with the international media centre for the crash of Swissair 111, and with NATO in Europe. He is currently communications advisor with the Nova Scotia Government.

2:30 NETWORKING REFRESHMENT BREAK

2:45 BEST PRACTICES IN MANAGING MEDIA INTERVIEWS

BEST PRACTICE



**Brian Lambie, Principal,
Redbrick Communications
& Media Contact,
Association of Ontario Municipalities**
www.redbrick.ca

Brian Lambie will present practical advice on how best to manage media inquiries from a municipal perspective. This session will consider:

- what makes news and why?
- the different needs of print, radio, television and internet media
- how to improve teamwork and apply media relations protocols that facilitate rapid response
- developing media savvy messages and briefing material
- how to answering questions effectively
- how best to prepare municipal spokespeople

3:45 MUNICIPAL RE-BRANDING

**Cindy Symons-Milroy, Director of Economic
Development and Real Estate Services,
City of Oshawa**
www.oshawa.ca

MUST-SEE!

The City of Oshawa launched a new brand in September 2006. The re-branding was guided by the City's first Community Strategic Plan. One of the main objectives in the Plan — that was developed with input from Oshawa residents — was to improve Oshawa's image. Oshawa's new brand has been embraced by City staff and residents, enhanced the profile and image of the City and fostered community pride. This session will offer insights into how to develop and implement a new community brand. Cindy will share the key components of Oshawa's successful re-branding, including research, community and staff input, and strategic implementation. Learn how the City of Oshawa engaged its staff, residents and stakeholders and created excitement for the new brand. Discover how the municipality integrated the brand promise into all aspects of its municipal operations. This session also includes practical advice on how to successfully roll-out a new brand while staying within a limited budget.

4:45 CONFERENCE CONCLUDES FOR THE DAY

8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

9:00 THE NEXT STEP: ALTERNATIVE COMMUNICATIONS SERVICES FOR CITIZENS
The City of Edmonton, winner of the CAMA 2006 Willis Award for Innovation (over 20,000 population) for its Communications Services to the deaf and hard of hearing pilot project.



Robert Moyles,
Acting Communications Manager,
City of Edmonton
www.edmonton.ca



Hearing loss is Canada's fastest growing physical challenge. It's estimated that up to 15% of the population currently lives with some form of hearing loss. And, in an increasingly noisy world, rates of hearing loss are expected to continue climbing. How can municipal governments ensure deaf and hard of hearing citizens are included in city life? What happens when real time captioning — projecting typed words on an overhead screen as they are spoken - is provided at public meetings? The City of Edmonton has won national recognition from the Canadian Association of Municipal Administrators (CAMA) and the deaf and hard of hearing community for its innovative program to address the communications needs of this rapidly increasing population. Working with the City's deaf and hard of hearing community, Edmonton is a pioneer in addressing the alternative communications needs of its citizens.

10:00 NETWORKING REFRESHMENT BREAK

10:15 COMMUNICATIONS AUDIT



David Israelson,
Media Profile
www.mediaprofile.com



Everyone agrees that good communications are essential for reaching targets — both external audiences and internal personnel. But how can you tell if your communications are effective?

This session will analyze:

- why communications audits are important — the difference between unaudited and audited results
- how to develop a communications audit — examples, tools and techniques, etc.
- how extensive should your audit be?
- developing different audits for different audiences
- analyzing the result — how to interpret and understand what the audits tell you

11:15 BUILDING CANADA'S PREMIER eCITY



Sven Tretrop,
Project Leader & eCity Evangelist,
City of Mississauga
www.mississauga.ca



Few municipalities have embraced the concept of electronic service delivery up and down throughout their organization like the City of Mississauga. Each day, dozens of Web authors contribute content to Mississauga's "eCity" Portal and thousands of residents and businesses conduct their business online without the need to visit City Hall. Learn how a small, cross-departmental City team worked with Bell Canada to transform how content is managed and service is delivered at Canada's sixth largest municipality.

12:15 NETWORKING LUNCHEON

1:00 BEST PRACTICES 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.

2:00 YOURS? MINE? OURS! EFFECTIVE COMMUNICATIONS STRATEGIES WHEN BOUNDARIES COLLIDE

Jennifer Churchill,
Director, Community Development,
York Region Health Services Department

Janet Carnegie,
Director, Corporate Communications,
Town of Markham
www.markham.ca



How does one plan effective emergency communication strategies when you represent different levels of government, share residents, cross boundaries and have different jurisdictions?

York Region is a regional municipality with nine area municipalities, including the Town of Markham. The Town of Markham and York Region Health Services have used pandemic planning as an opportunity to show that working and planning together is the best way to create an effective program. The result? In the event of a health emergency, they have increased their capacity to respond in a timely and effective manner, with roles and responsibilities clearly defined, the workload divided, resources shared and, most importantly, trusting relationships firmly established.

3:00 NETWORKING REFRESHMENT BREAK

3:15 ISSUES MANAGEMENT — HOW TO TURN REACTIVE INTO PROACTIVE



Cynthia Lockrey,
Lockrey Communications & Former
Director of Communications,
City of London

www.lockreycommunications.com

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 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.

DELEGATE
FAVOURITE

4:15 CLOSING REMARKS AND CONFERENCE CONCLUDES

OPTIONAL POST-CONFERENCE WORKSHOP • November 1, 2006

WORKSHOP A: 9:00 a.m. – 12:30 p.m.

MEDIA RELATIONS 101: NEVER SAY NO COMMENT

Cynthia Lockrey, Lockrey Communications, www.lockreycommunications.com

Michelle Floyd, ON Communication, www.on-communication.biz

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



About the trainers • Together, communications consultants Michelle Floyd and Cynthia Lockrey have more than 25 years of experience working with media and helping organizations to manage potential issues before they become a crisis. As spokespeople and media trainers for a number of organizations, they will teach you how to develop your key messages to respond with professionalism and confidence.



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Courtyard By Marriott, 475 Yonge Street, Toronto
Conference Rate of \$160.00 per room.

Reservations for the event will be made by individual attendees directly with Marriott reservations at 1-800-847-5075 by Friday, September 15, 2006.

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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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