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June 23 & 24, 2008

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A: Accountability and Transparency in Communications: Creating the Communications Audit Function for Your Organization

B: From Vision To Action: Building An Engaged Corporate Culture Through Strategic Storytelling

C: Social Media **D:** Effective Business Writing

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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!

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The Canadian Public Relations Society – Ottawa-Gatineau provides a broad range of professional development programs, networking opportunities, and professional accreditation. 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. CPRS Ottawa-Gatineau also serves as its members' doorway to the national and international PR industry. The Society, the only national professional organization for public relations practitioners, and is affiliated with the Global PR Alliance and the Public Relations Society of America. For more information about CPRS visit **www.cprsottawa.com**.



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Monday, June 23, 2008

PRACTICAL HANDS-ON WORKSHOPS

A

Workshop A: 9:00 AM – 12:30 PM

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

Stephen Heckbert, APR, Account Director, Thornley Fallis Communications, www.thornleyfallis.com

In today's environment, ensuring you've received value for money is essential. One of the ways to demonstrate the value of communications, and the need for increased investment in reaching your target audience, is through a communications audit.

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 conduct, or source, their own communications audit. Some of the questions Stephen will answer include: Do you hire an external consultant or use internal resources? How much time do you spend on the audit? Who do you present the results to, and will they be read? How do we use the results in planning for future programs?



Stephen Heckbert, APR • As Account Director with Thornley Fallis Communications, Stephen Heckbert brings more than 15 years experience in strategic communications, media training, public and media relations, media analysis, marketing, writing, and project management to every project. A 2003 honouree as one of Ottawa's "40 Under 40" by the Ottawa Business Journal, Mr. Heckbert has provided strategic communications advice and counsel to many senior executives and high-ranking public servants. Recently, Mr. Heckbert served as the Deputy Chief of Staff/Director of Communications to the Minister of Citizenship and Immigration as well as Director of Communications for the federal election campaign in Ontario by the Liberal Party of Canada. He is an accredited public relations practitioner, and is the President of the Canadian Public Relations Society in Ottawa-Gatineau.

B

Workshop B: 1:30 PM – 5:00 PM

FROM VISION TO ACTION: BUILDING AN ENGAGED CORPORATE CULTURE THROUGH STRATEGIC STORYTELLING

Ken Milloy, President, Strategic Connections Inc., www.strategicconnections.com

"Disengaged employees cost the North American economy upwards of \$300 billion per year." – Gallup.

Building a purposeful corporate culture requires engaged and aligned employees and a strong internal brand. Business results are directly linked to a unified team and what goes on internally is reflected externally to customers, stakeholders and the public.

Storytelling is a powerful engagement strategy that can ensure line of site connection for each employee to the common vision, resulting in an engaged culture that directly impacts business results. Storytelling has been used successfully to manage culture shifts, diversity challenges, mergers, sales and service strategies and many other key business needs.

Participants in this interactive workshop will learn how to leverage the power of storytelling to engage their employees and bring a human dimension to the strategic priorities of business. You will learn: how storytelling builds engagement at all levels within an organization; to use stories to increase understanding of desired behaviours; to use stories to showcase and discern best practices; and to use stories to discover and create leaders at all levels within their organizations.



Ken Milloy has over 20 years of experience in human resources, strategic planning, change management, customer service improvement and internal communication. A recognized leader in strategic internal communication and change, Ken's strategic communications and communicating change models have been, and continue to be used by many organizations and consultants around the world. Ken provides leadership and support as a skilled strategist, facilitator and innovator to organizations in a variety of industries and sectors, both union and non-union. His company's website is recognized internationally as one of the foremost resources on internal communication and his Communication Plan Workbook is being used to support the efforts of over 1000 companies worldwide.

Strategic Connections Inc. is the Canadian License holder for The Storytellers; an award winning alignment and performance improvement process. See www.strategicconnections.com for more information.

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PRACTICAL HANDS-ON WORKSHOPS



Workshop C: 9:00 AM – 12:30 PM

WEB 2.0 & SOCIAL NETWORKS: 37 THINGS YOUR STAKEHOLDERS KNOW THAT YOU DON'T KNOW

Ryan Lejbak, CEO, zu.com communications, Saskatoon, SK, www.zu.com

The Internet is going through the biggest revolution in technology since PDAs replaced shoe phones. You've heard the terms: Wikis, blogs, MySpace, Facebook, Del.icio.us, Twitter, Digg, uStream.tv, Flickr, YouTube, mobile and more. What are these sites? Why should communicators pay attention to them? No need to ask your kids, simply attend this session.



Ryan Lejbak captains zu's exploration of advancing interactive technology to create better new media and web-based experiences for clients. Ryan co-founded zu in 1995 creating an award-winning full-service Internet boutique. Ryan represents Saskatchewan Interactive on the Cultural Human Resource Council's New Media Steering Committee and is a former Board Member on the Canadian Interactive Alliance. Ryan has a Bachelor of Science degree. He is a techno-junkie who continually pushes for the adoption of business-friendly communications tools. He uses a Mac, plays guitar in HoneyBlu, and saves orca whales in his spare time. Really.



Workshop D: 1:30 PM – 5:00 PM

EFFECTIVE BUSINESS WRITING

Carol Sevitt, Ryerson University, Toronto, 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 Cs 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



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.

Presents:

OTTAWA COMMUNICATIONS WORKSHOP SERIES June 23 & 24, 2008

HOLIDAY INN OTTAWA

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- Early Bird Registration (Before May 30) \$299 + \$14.95 (5%) GST = \$313.95
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SELECT WORKSHOP/S:

MONDAY, JUNE 23

Workshop A:

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

Workshop B:

FROM VISION TO ACTION: BUILDING AN
ENGAGED CORPORATE CULTURE THROUGH
STRATEGIC STORYTELLING

TUESDAY, JUNE 24

Workshop C:

WEB 2.0 AND SOCIAL NETWORKS: 37 THINGS
YOUR STAKEHOLDERS KNOW THAT YOU
DON'T KNOW

Workshop D:

EFFECTIVE BUSINESS WRITING

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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 \$10 for GST. After this time, you are liable for the full registration fee even if you do not attend the workshop. 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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