



Summers

DIRECT

Conference and Events
Presents:

**EARLY BIRDS
SAVE \$100
Ends October 6**

**YOU COULD WIN AN
iPod Shuffle!**
You're automatically entered with
your early bird registration

Pandemic Communications FORUM

**November 30, 2006 • Courtyard By Marriott
Toronto, Ontario**

**An Event You Can't
Afford to Miss!**



CHAIR

Judy Brown,

Vice President, Membership & Past President,
Health Care Public Relations Association
& Director, Communications,
Queensway Carleton Hospital, Ottawa

OPTIONAL POST-CONFERENCE WORKSHOPS – DECEMBER 1, 2006:

**WORKSHOP A: COMMUNICATIONS LESSONS LEARNED FROM SARS:
HOW TO PREPARE FOR THE NEXT CRISIS**

**WORKSHOP B: MEDIA RELATIONS 101:
WHAT TO DO WHEN AN EMERGENCY STRIKES**

Supported by:



**REGISTER TODAY by calling
1-866-869-7969 or e-mailing
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 more 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.

The Health Care Public Relations Association (HCPRA) is the only organization addressing the particular concerns of public relations professionals in Canadian healthcare. HCPRA offers professional development through seminars, workshops and networking in local chapters across Canada; a first-rate national conference in conjunction with the Association for Healthcare Philanthropy; the acclaimed Hygeia Awards; a quarterly e-newsletter; and an opportunity to network with over 350 health care public relations professionals across Canada.



Contact:

Jane Petricic
National Coordinator
HCPRA
Box 36029, 1318 Wellington Street
Ottawa, ON K1Y 4V3
Phone: 613-729-2102
Fax: 613-729-7708
E-mail: info@hcptra.org
www.hcptra.org



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 multi-media 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.

8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Judy Brown,
Vice President, Membership &
Past President, Health Care Public
Relations Association, &
Director, Communications,
Queensway Carleton Hospital,
Ottawa

9:00 INFLUENZA PANDEMIC: GLOBAL PLANNING AND RISK COMMUNICATIONS

Daniel Epstein,
Information Officer, Pan American Health
Organization/World Health Organization (WHO)
www.paho.org



This session would describe the series of pandemic communications meetings WHO has held, the training and risk communications plans that have been developed, and the integration of health and agriculture experts in pandemic preparedness planning.



Daniel Epstein holds a Bachelor's degree in Sociology from Johns Hopkins University in Baltimore, Maryland and a Master's degree in Journalism from the University of Missouri-Columbia. Before coming to PAHO, he worked for other newspapers and news agencies covering health, science and the environment. Born in La Paz, Bolivia, he speaks several languages and has traveled widely throughout Latin America and the Caribbean during the past 20 years in connection with the work of the Pan American Health Organization. He has been involved in producing television shows, public communications and education campaigns in support of immunization and other public health activities done by PAHO.

10:00 CANADA UPDATE: CANADA'S PANDEMIC COMMUNICATIONS PLAN

Catherine Allison,
Communications Executive,
Public Health Agency of Canada

Elaine Chatigny, Director General, Communications,
Public Health Agency of Canada
www.phac-aspc.gc.ca



The Government of Canada is actively engaged in preparing for a pandemic influenza. The purchase of antiviral drugs and investments to secure a vaccine are cornerstones of the Government's plan. The good news for professional communicators however is that the Government of Canada has also recognized that Risk

Communications is a key element in planning and responding to a pandemic influenza.

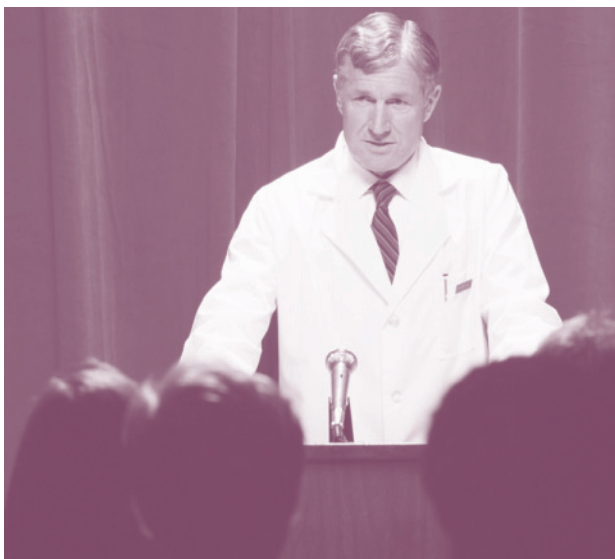
In this presentation, Ms Chatigny, and Catherine Allison, Communications Executive with lead responsibility for pandemic communications, will discuss the challenges and opportunities related to the development and implementation of the Agency's first major risk communications strategy.



Élaine Chatigny is Director General of Communications at the Public Health Agency of Canada. She is responsible for risk communications, media relations, social marketing and a host of other communications functions. Previously at the Government of Canada, Elaine established the Crisis and Emergency Communications Unit. She was also responsible for the development of Health Canada's and the Public Health Agency of Canada's Risk Communications Framework and Handbook, which is unique to the Government of Canada. Elaine is also an external advisor to the Communicable Diseases Division of the World Health Organization, an active member of an international working group on pandemic communications, and the founder of a Federal, Provincial, and Territorial communications working group on pandemic influenza which reports to Canada's Pandemic Influenza Committee.



Catherine Allison is a communications executive with the Public Health Agency of Canada, focussing on infectious diseases and emergency preparedness. Catherine is responsible for the development of the Agency's risk communications strategy for pandemic influenza and is co-chair of the Federal, Provincial and Territorial communications working group on pandemic influenza which reports to Canada's Pandemic Influenza Committee.



11:15 CROSS BORDER COMMUNICATION— THE GREAT LAKES BORDER HEALTH INITIATIVE

Richard Buck,
Border Health Manager, Public Health Preparedness
Program, New York State Department of Health
www.health.state.ny.us



Pathogens do not recognize or respect geopolitical boundaries. International travelers can spread a contagious disease quickly from country to country. Infectious disease outbreaks can be naturally occurring such as SARS, or intentional acts of bioterrorism. By collaborating in advance of an outbreak or event, neighboring jurisdictions will be able to respond to an infectious disease outbreak in the most efficient and effective manner.

In this session, learn what the Great Lakes Border Health Initiative is, how important cross border communications planning is and how to do it effectively.

Richard Buck has worked for the New York State Department of Health since 1988. During the following 15 years Richard worked in the Department's AIDS Institute in programs involving HIV counseling and testing and health care programs before shifting to the HIV prevention work. During his last seven years at the AIDS Institute he worked on the Institute's Criminal Justice Initiative, bringing HIV prevention and health care programs to correctional facilities across New York. In the fall of 2004 Mr. Buck shifted positions to the Department of Health's Public Health Preparedness Program. In his current position, he is in charge of implementing the CDC funded Early Warning Infectious Disease Surveillance (EWIDS) project. In addition to the EWIDS project Mr. Buck supervises staff who work on Tribal Nation preparedness activities with eight American Indian Nations in New York. Richard has a Bachelor of Science and Public Health Administration from the University of Utah, '77.

12:15PM NETWORKING LUNCHEON

1:45 LUNCHEON ADDRESS: WHAT DO WE DO NOW? BUSINESS CONTINUITY IN THE AGE OF PANDEMICS

Graeme S. Jannaway, CBCP, CISA,
Managing Director,
Jannaway & Associates

Traditionally, business continuity programs were created to address problems such as fire, flood, earthquake, hurricane, power or telecom outage. Today we need to expand the scope of our programs to include hazards unseen, but potentially devastating in their impact.

Learn the cost effective steps that you can take in each phase of a business continuity program to reduce the impact of the coming pandemic.



*Building on a B.Sc. in Computer Science from the University of Toronto and 10 years experience in Information Systems, **Graeme Jannaway** decided in 1986 to specialize in business continuity and information security. Since that time, he has consulted and taught in Canada, United States and Europe for companies large and small. Mr. Jannaway is a Certified Information Systems Auditor (CISA); Certified Business Continuity Planner (CBCP); Chair of the Canadian Standards Association / Public Safety & Emergency Preparedness Canada Emergency Management / Business Continuity Planning Technical Committee and the Head of the Canadian Delegation to the ISO on the same topic. He has been interviewed by the CBC, featured in Report on Business and is listed in Who's Who in Canada.*

2:30 PRACTICAL STRATEGIES FOR PANDEMIC COMMUNICATIONS PLANS

Mark Dixon, Director,
Public Affairs, Capital Health Edmonton,
www.capitalhealth.ca

CASE
STUDY

One of the key needs for improvement identified when SARS came to Canada was in communication and the need for it to be clear, open and swift. What lessons have we learned that can be applied to the looming pandemic? What does Capital Health have planned to address these urgent needs?



***Mark Dixon** Director of Public Affairs, was with Capital Health through the SARS crisis and has been intimately involved with the communications planning for emergency preparedness, in particular for the looming pandemic.*

Capital Health in Edmonton is Canada's largest health region and is affiliated with the University of Alberta, providing integrated health services to one million residents in Edmonton and the surrounding area. Capital Health acts as a referral centre to central and northern Alberta, the North and the Prairies, providing specialized services such as trauma and burn treatment, organ transplants and high-risk obstetrics.

Day One • Thursday, November 30, 2006, cont'd.

3:30 **NETWORKING REFRESHMENT BREAK**

3:45 **INTERACTIVE HEALTH MEDIA PANEL**

MEDIA
PANEL

Ian Caldwell, CTV News
www.ctv.ca



Piya Chattopadhyay, Reporter, CBC News
www.cbc.ca



TBA, Reporter, Print

During every *Pandemic Crisis*, the media will play a critical role in informing the public. In this session, hear from health reporters themselves on what the need to know and what they can and cannot do to support your communications plans. Ample time will be given to discuss how health organizations and governments can work together to make the public informed with the right level of concern.



Piya Chattopadhyay has been sharing stories of Toronto and the world on CBC Radio since 2001. During that time, she has covered numerous stories here at home, most notably Toronto's SARS outbreak. Before her voice was heard on CBC radio, Piya could be seen on CBC television - reporting from Toronto, Edmonton and Saskatchewan. Piya has received several awards for her journalism including a prestigious Gabriel Award, an RTNDA and a South Asian Journalist association (SAJA) award.

5:00 **FORUM ENDS**



Ian Caldwell is the Assignment Editor at CTV News Toronto/CFTO, Toronto's most watched local news. He determines local coverage priorities, in conjunction with the managing editor and news producers, and coordinates news coverage by close to 20 camera and reporting staff each day.

In addition, Ian has worked as a reporter, producer, and lineup editor in a career that spans 22 years in TV news.



WORKSHOP A: 9:00 a.m. – 12:30 p.m.

PRACTICAL HANDS-ON WORKSHOP

Communications Lessons Learned from SARS: How to Prepare for the Next Crisis

**David Davenport, Manager of Media Relations and Corporate Communications,
St. Michael's Hospital, Toronto**

www.stmichaelshospital.com

With a possible flu pandemic lurking in the sidelines, it is impossible for healthcare and municipal communications professionals not to take action and prepare strategic communications plans.

The SARS crisis in 2003, has taught us new ways to communicate in the event of healthcare emergencies. In this session, you will learn from the professionals who dealt with the SARS crisis and how you too can plan for a potential crisis. In this session you will hear:

- when and how do you declare a public health emergency
- how to deliver clear and effective internal and external messages
- finding a balance in message consistency
- identifying communication and health leaders before the crisis
- ensuring all players understand the plan of action before the emergency
- planning for different resources and capabilities from facility to facility
- how to prepare politicians to be leaders, reassuring the public, health professionals and other stakeholders in the event of an emergency



David Davenport is the Manager of Media Relations at St. Michael's Hospital where he creates and executes media strategies, reputation management matrixes, government relations, and oversees the organizations issues/crisis management plans. His tenure at St. Michael's Hospital has seen the organization profiled in national and international media mediums including a special edition of TIME Magazine, a first of its kind in Canada and one of Report on Business's top ten media stories in 2005. Prior to joining St. Michael's, David was a key communications player in the Best Medicine Campaign and most notably managed the SARS outbreak dealing with international media, developing key messages and overseeing the reputation of key microbiologists who successfully controlled the outbreak.

WORKSHOP B: 1:30 p.m. – 5:00 p.m.

MEDIA RELATIONS 101: WHAT TO DO WHEN AN EMERGENCY STRIKES

Cynthia Lockrey, Lockrey Communications, www.lockreycommunications.com

When a crisis hits, how you communicate to the media can mean the difference between a fearful public and a calm public. Look at the Walkerton Water Tragedy or the SARS crisis in Toronto to see what an important role the media plays in gaining the public's confidence in your organization and getting your message across. Media relations training can help you prepare for being a spokesperson or receiving a call from the media, before a crisis hits. If you want to learn some practical tips for working media, join Cynthia Lockrey, of Lockrey Communications, for a half-day of media relations training. This interactive session teaches:

- the basics of working with the media
- the needs of the media in the initial stages of a crisis
- how to work with the media throughout the crisis
- common pitfalls to avoid
- media relations strategies to use when you get the call

Through the use of real life examples and group work, she'll take a light approach to reduce the fear of working with the media. You'll learn how to:

- prepare a communications plan before an emergency hits
- sift through all the information coming at you to determine what's most important to the public
- get the media the information they need, without taxing your 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



Cynthia Lockrey During the August 2003 Hydro Blackout, Cynthia Lockrey was the lead communicator for the City of London. Over the course of the emergency, she worked with the Mayor and emergency and municipal leaders to communicate how the emergency was being handled and what services were being offered to help the public through this crisis. In the first 24 hours alone, she coordinated seven news conferences, wrote and issued 13 news releases and gave countless media interviews. Cynthia also served as the City of London's Emergency Information Officer, coordinating media relations during school evacuations, gas leaks, floods and other emergencies. She also authored London's Emergency Communications Plan. As a former journalist, she combines her media background with her corporate communications experience to help others understand the demands of working with the media during an emergency.

Presents:

Pandemic Communications FORUM

ATTENTION:
PLEASE FORWARD TO:
Communications Manager

November 30, 2006

Courtyard By Marriott, Toronto

475 Yonge Street, Toronto

PLEASE REGISTER ME FOR:

**BEST
VALUE!**

EARLY BIRD REGISTRATION (Before October 6)

Pandemic Communications Forum + **2 Workshops**
\$999 + \$59.94 (6%) GST=\$1058.94

EARLY BIRD REGISTRATION (Before October 6)

Pandemic Communications Forum + **1 Workshop Only**
(Nov. 30 & half day Dec. 1, 2006) \$799 + \$47.94 (6%) GST=\$846.94
Select One: Workshop A or Workshop B

EARLY BIRD REGISTRATION (Before October 6)

Pandemic Communications Forum Only
(November 30, 2006) \$599 + \$35.94 (6%) GST=\$634.94

EARLY BIRD REGISTRATION (Before October 6)

Workshop A: Communications Lessons Learned from SARS...
(Morning of December 1, 2006) \$349 + \$20.94 (6%) GST=\$369.94

EARLY BIRD REGISTRATION (Before October 6)

Workshop B: Media Relations 101: What to Do When an Emergency...
(Afternoon of December 1, 2006) \$349 + \$20.94 (6%) GST=\$369.94

Or

REGULAR REGISTRATION (After October 6)

Pandemic Communications Forum + **2 Workshops**
\$1099 + \$65.94 (6%) GST=\$1164.94

REGULAR REGISTRATION (After October 6)

Pandemic Communications Forum + **1 Workshop Only**
(Nov. 30 & half day Dec. 1, 2006) \$899 + \$53.94 (6%) GST=\$952.94
Select One: Workshop A or Workshop B

REGULAR REGISTRATION (After October 6)

Pandemic Communications Forum Only
(November 30, 2006) \$649 + \$38.94 (6%) GST=\$687.94

REGULAR REGISTRATION (After October 6)

Workshop A: Communications Lessons Learned from SARS...
(Morning of December 1, 2006) \$399 + \$23.94 (6%) GST=\$422.94

REGULAR REGISTRATION (After October 6)

Workshop B: Media Relations 101: What to Do When an Emergency...
(Afternoon of December 1, 2006) \$399 + \$23.94 (6%) GST=\$422.94

REGISTER BY...

PHONE 1-866-869-7969

FAX 1-416-767-7180 (fax back this page)

E-MAIL register@summersdirect.com

MAIL SummersDirect Inc.
Suite 1011, 66 Oakmount,
Toronto, ON M6P 2M8

VENUE & RESERVATIONS

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 October 15, 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 \$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.

SPONSORSHIP OPPORTUNITIES

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

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 Amex

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: _____