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4th Annual **SASKATCHEWAN** COMMUNICATIONS forum

September
24 & 25, 2008

Delta Bessborough
SASKATOON, SK

Optional Value Added Post-Conference Workshop September 25, 2008

- A:** Negotiation Skills For Communicators
- B:** Building an Engaged Corporate Culture Through Strategic Storytelling



Conference Chair Leanne Nyirfa, ABC

President,
International Association of
Business Communicators,
Saskatoon & Owner,
Reach Communications

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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!

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 **1-416-800-2210** or e-mail us at **relationships@summersdirect.com**. Visit our web site **www.summersdirect.com**



IABC INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS

SASKATOON

The International Association of Business Communicators (IABC) is a global network of professionals, with more than 13,000 members in over 60 countries, committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management.

Membership in IABC offers access to a worldwide network of communication professionals, as well as many professional development opportunities. **IABC/Saskatoon** is a vibrant chapter dedicated to raising the standard of communications excellence and promoting the value of professional communications.

Worldwide, IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. To learn more about IABC/Saskatoon visit <http://saskatoon.iabc.com>.

 CNW GROUP

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8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Leanne Nyirfa, ABC, President, IABC Saskatoon &, Owner, Reach Communications
www.reachcommunications.ca

9:00 A PATH OF NORTHERN LIGHTS



Chris Shauf, Torch Relays Communications Manager, Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games
www.vancouver2010.com

IABC AWARD-WINNING SPEAKER

The 2010 Olympic Torch Relay will connect Canadians in every province and territory, throughout a 35,000 kilometre journey, over approximately 100 days, and involving 12,000 torchbearers. The journey of the flame will culminate at BC Place on February 12, 2010 with the lighting of the Olympic Cauldron, signaling the start of the Vancouver 2010 Olympic Winter Games.

Find out about the communication and engagement planning underway—and how you can be involved in this once-in-a-lifetime opportunity.

10:00 NETWORKING REFRESHMENT BREAK

10:15 LESSONS FROM DRIVE AWAY HUNGER: HOW TO GET THE MEDIA, PUBLIC, CUSTOMERS, EMPLOYEES AND CEO TO APPLAUD YOUR NEXT COMMUNITY RELATIONS CAMPAIGN



Leanna Korevaar, BA Communications Officer, SaskEnergy Inc. (formerly of Farm Credit Canada)
www.saskenergy.com
www.fcc-fac.ca

IABC AWARD-WINNING SPEAKER

Community relations is serious business, especially when the largest province with the highest media concentration in the country is your audience. A few years ago Farm Credit Canada designed a strategy to build the company's reputation with strategic community relations, media relations and a very small budget. FCC created the annual Drive Away Hunger Tour to increase awareness about hunger in Canada and profile FCC in rural communities across the country. In 2006 a small team of dedicated passionate employees, a handful of sponsors and lots of community support drove the tour's results beyond FCC's wildest dreams.

This Best of the Best Gold Quill winning communications plan presentation will demonstrate what worked and why. Participants will leave with a solid understanding of how to create and communicate successful community relations programs, methods for evaluating results and risk identification. Find out how FCC turned one employee's dream into award-winning results—thousands of pounds of food and hundreds of media stories. Prepare to be inspired!

11:00 BOOM TIME COMMUNICATION



Roger Francis, Partner, Motivia Communications, President, Gryphon Reputation Management
www.motiviacomunications.com
www.gryphonrm.com

HOT TOPIC

Business is booming in Saskatchewan: house prices are increasing dramatically; oil and gas activity proceeding at a frantic pace; potash prices at record highs; retail spending leading the country; and help wanted signs on every corner.

Small, medium and large companies are all growing. But with growth come challenges—especially for communicators. Yes, there is more work to do, but is what you're doing really assisting, supporting and sustaining your growing organization?

Boom time communication will look at what really matters in times of growth—people.



12:00 PM **NETWORKING LUNCHEON**

1:15 **INCOMING! – CRISIS COMMUNICATIONS LESSONS FROM THE HOT AIR BALLOON TRAGEDY**



John Kageorge,
Communications Manager,
AMEC
www.amec.com

A DELEGATE FAVOURITE!

Are you prepared for a crisis? It doesn't matter what industry you are involved in, a crisis can strike you in seconds and in ways least expected. The serenity of the hot air balloon industry suddenly found itself engulfed in a firestorm of international media coverage when disaster struck passengers in British Columbia last summer. The pilot, greatly injured, had to respond to the crisis without a crisis communications plan. The role of media monitoring as well as the tools and techniques used to manage the barrage of issues will be shared. The lessons learned from the intense situation will provide you with a 'parachute task list' to help you when your company is under siege by media due to a crisis.

2:15 **WEB 2.0 & SOCIAL NETWORKS**



Ryan Lejbak,
Principal,
zu.com communications
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.

3:15 **NETWORKING REFRESHMENT BREAK**

3:30 **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 and Ryan (and his colleagues), how you can use these skills in your own communications environments.

4:15 **THE CHANGING WORLD OF WORK AND ITS IMPLICATIONS FOR COMMUNICATORS**



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

MUST SEE!

The world of work has changed and continues to change at breakneck speed. Shifting demographics combined with changing social and economic structures—not to mention rapid technological changes—are having a huge impact on every aspect of business. Everyone is affected from the Board right down to the shop room floor to the ever increasing expectations of our customers. These unprecedented shifts mean that we as communicators need to rethink how we approach our roles. Ken will map out what is happening around us and explore how communicators can remain relevant and of value when there are no longer any familiar goalposts.

5:00 **CONFERENCE CONCLUDES**



A 9:00 AM – 12:30 PM **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—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 to 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 1:30 PM – 5:00 PM **FROM VISION TO ACTION: BUILDING AN ENGAGED CORPORATE CULTURE THROUGH STRATEGIC STORYTELLING**

Presented by **Ken Millroy, 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; how to use stories to increase understanding of desired behaviours; how to use stories to showcase and discern best practices; and how to use stories to discover and create leaders at all levels within their organizations.



Ken Millroy is President of Strategic Connections Inc. Ken 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.



Presents:

4th Annual SASKATCHEWAN COMMUNICATIONS FORUM

September 24 & 25, 2008
DELTA BESSBOROUGH
601 Spadina Crescent East, Saskatoon, SK

ATTENTION:
PLEASE FORWARD TO:
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IABC MEMBERS SAVE AN ADDITIONAL \$50 WHEN REGISTERING FOR CONFERENCE OR \$25 FOR WORKSHOP I AM AN IABC MEMBER

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BEST VALUE!

SK COMMUNICATIONS FORUM + 2 WORKSHOPS*

Early bird registration (Before July 25) \$999 + \$49.95 (5%) GST = \$1048.95

Regular registration (After July 25) \$1099 + \$54.95 (5%) GST = \$1153.95

* September 24 & 25, 2008.

SK COMMUNICATIONS FORUM + 1 WORKSHOP ONLY*

Early bird registration (Before July 25) \$823 + \$41.15 (5%) GST = \$864.15

Regular registration (After July 25) \$923 + \$46.15 (5%) GST = \$969.15

* Sept. 24 & half day Sept. 25, 2008. Select **ONE** workshop from column at far right.

SK COMMUNICATIONS FORUM ONLY (SEPT. 24, 2008)

Early bird registration (Before July 25) \$499 + \$24.95 (5%) GST = \$523.95

Regular registration (After July 25) \$599 + \$29.95 (5%) GST = \$628.95

ONE WORKSHOP ONLY (SEPT. 25, 2008)*

Early bird registration (Before July 25) \$324 + \$16.20 (5%) GST = \$340.20

Regular registration (After July 25) \$349 + \$17.45 (5%) GST = \$366.45

* Half day Sept. 25, 2008. Select **ONE** workshop from column at far right.

OPTIONAL POST-CONFERENCE WORKSHOPS (SEPTEMBER 25)

WORKSHOP A • MORNING Negotiation Skills for Communicators

(Before July 25) \$324 + \$16.20 (5%) GST = \$340.20

(After July 25) \$349 + \$17.45 (5%) GST = \$366.45

WORKSHOP B • AFTERNOON From Vision to Action... Strategic Storytelling

(Before July 25) \$324 + \$16.20 (5%) GST = \$340.20

(After July 25) \$349 + \$17.45 (5%) GST = \$366.45

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VENUE & RESERVATIONS

Delta Bessborough, 601 Spadina Crescent East, Saskatoon, SK. For reservations, please call 1-306-244-5521.

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 **1-416-800-2210**.