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3rd Annual
Saskatchewan
COMMUNICATIONS
Forum

September 24, 2007 • Delta Regina Hotel

Regina, Saskatchewan



Conference Chair

Kim Herperger, ABC,
Past President,
International Association
of Business Communicators, Regina

OPTIONAL POST-CONFERENCE WORKSHOP - SEPTEMBER 25, 2007

WORKSHOP A: EFFECTIVE BUSINESS WRITING

**WORKSHOP B: ATTRACTING SITE USERS AND
IMPROVING THEIR ONLINE EXPERIENCE**

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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. For more information about your local IABC chapter please visit <http://regina.iabc.com>.



The Canadian Public Relations Society, Inc.

The Canadian Public Relations Society is a not-for-profit professional society:
– dedicated solely to the profession called public relations, and;
– dedicated to serving Canadians through the establishment and maintenance of high professional, educational and ethical standards in public relations.

CPRS-Regina represents a cross-section of practitioners in Regina and area, from entry-level communicators to some of the most senior public relations professionals in the province. The chapter has been active since 1960. For more information about your local chapter please visit www.cprsregina.sk.ca.



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8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Kim Herperger, ABC,
Past President,
International Association
of Business Communicators
Regina Chapter
<http://regina.iabc.com>

9:00 HOW TO CREATE AN EXTRAORDINARY CUSTOMER EXPERIENCE

Map the Impact of Change Communication Strategy Directly to Business Results



Claire Watson, ABC, APR,
Master Communication Strategist,
Strategy, Knowledge and
Reputation, Farm Credit Canada
www.fcc-fac.ca

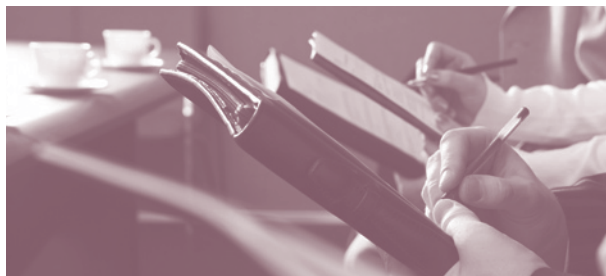


What could possibly keep you awake at night when you work for a \$13 billion corporation that's number eight among Canada's 50 best employers and holds over 21% of Canada's agricultural lending market? If you ask John Ryan, President and CEO of Farm Credit Canada, he'll tell you it's long term sustainability and FCC's answer is creating an extraordinary customer experience.

Learn how Farm Credit Canada delivered a world class change management strategy that earned three Gold Quill awards of excellence in this year's competition. FCC Master Communication Strategist, Claire Watson, ABC, APR takes you on a journey that will reframe the way you plan, execute and measure the results of communication strategies. This unique program is designed from the inside out, integrating customer opinion with employee expertise. Claire will share the inside scoop on this innovative communication program and 10 sure-fire steps to deliver business results.

This high-energy, high-impact session will take you outside of conventional thinking about the role that communication plays in driving business results and offers leading-edge communication practices that you can take to the bank.

10:00 NETWORKING REFRESHMENT BREAK



10:15 EVALUATING MEDIA RELATIONS AND OTHER COMMUNICATIONS TACTICS



Betty Alexander,
President,
Xposure PR
www.xposurepr.com



In our current business climate, it is no longer sufficient to summarize your communications activities and cite a few clippings or comments. Internal and external clients increasingly demand thorough, consistent and objective evaluation that details the outputs and results of communication initiatives – to measure the true ROI. As an astute professional, you also need to know these results to fine-tune your strategies.

In this practical session, hear from Better, CPRS's Measurement spokesperson, for tactics and insights on the tools, approaches and best practices for measuring the value of communications including online and print, media relations and other tactics employed by communicators to deliver key messages. Betty will use case studies to help illustrate how to effectively measure communications.

11:15 TAKE A MESSAGE: CELL PHONE BAN REAPS MEDIA WINDFALL



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



In Fall 2005, AMEC banned the use of cell phones from employees when driving. Through an aggressive year long media campaign, the controversial policy was used to help the company with its two main communications goals:

- Create brand awareness
- Attract and retain employees

This case study will look at how an internal policy was used for external communication, what was accomplished, and the strategies, pitfalls, alliances, and tools involved.

The company was received extensive local and national media exposure. Furthermore, the policy is so popular, employees have requested that it be permanently instituted.

This workshop will include a look at:

- Breaking rules to develop powerful results – traditional corporate communications rules ignored
- Remote control of media messaging – using untrained spokespeople from across the country

12:15PM NETWORKING LUNCHEON

1:30 BEST PRACTICES EXCHANGE

INTERACTIVE SESSION

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.

2:30 NETWORKING REFRESHMENT BREAK

2:45 INCREASING CUSTOMER SATISFACTION THROUGH PUBLIC ENGAGEMENT AND CITIZEN-CENTRE SERVICE



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



Four years ago, Halton Region, a regional municipality in southern Ontario, with a population of over 400,000, developed a strategy to focus on driving customer satisfaction through citizen-centred service, public communications and citizen engagement. The goal was to increase access to regional government services, simplify the way Halton conducted business, and enhance communications between Halton citizens and their municipal government.

This award winning case study will demonstrate what worked, what didn't, how two public policy issues were resolved through public engagement and customer service, and the lessons learned. You will leave with information on, and a new understanding about, the importance of citizen engagement, and how the citizen centered practices implemented by Halton Region improve the quality of customer relations and reduce the risks associated with not engaging with the public.

3:45 MEDIA & CRISIS COMMUNICATIONS TRAINING FOR YOUR ORGANIZATION



Jay Averill,
Manager, Corporate
Communications,
Stantec, Edmonton, AB
www.stantec.com

DELEGATE FAVOURITE

Delivering clear, consistent messages to the media is a challenge for any organization. If your organization has 100 offices and over 6,500 employees it becomes nearly impossible to do it from one location. With this in mind, Stantec created an award-winning internal training program to help strengthen its media relation's skills organization-wide – and it worked. In this presentation, learn:

- How Stantec developed a media training program tailored to the organization in order to help make external communications consistent
- How the program was sold to senior leadership and what metrics are used to keep it going
- Why the company needed the program and why you may want to do it in your organization
- How the program has helped position Communications as strategic partner in the organization

4:45 CONFERENCE CONCLUDES



A 9:00am – 12:30pm **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

During the workshop participants will write a short business document, which the instructor and participants will analyze.



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.

B 1:30pm – 5:00pm **ATTRACTING SITE USERS AND IMPROVING THEIR ONLINE EXPERIENCE**

Julian Mills, Vice President, Client Development, Prescient Digital Media, www.prescientdigital.com

You've invested in your website and launched it into a harshly competitive world. Millions of other sites fight for attention, so you need a plan to attract and retain visitors. Unless yours shows up on the first or second page of search results, virtually no one will bother looking for it. And, if they do visit your site, they will abandon it in under five seconds if they experience usability issues.

In the online world, gaining a return on your web investment requires an effective strategy for attracting users and maximizing their experience once they're on your site.

Based on proven techniques established through assisting clients to attract and retain visitors, as well as extensive research and writing, Prescient Digital Media's actionable seminar will deliver:

- Cost-effective online marketing techniques
- Inexpensive ways to maximize Search Engine Optimization (SEO)
- A methodology for evaluating the usability of your site
- A checklist of quick wins for improving usability



Julian Mills is Director of Client Development at Prescient Digital Media. Julian has over 15 years of experience in marketing, management, business development, publishing and writing. Julian's areas of expertise include developing strategic management and marketing plans, leading the execution of marketing campaigns and management initiatives, and developing and delivering high value communication material. Julian writes about Internet Strategy on the getstrategic.blogware.com/blog.

Presents:

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ATTENTION:
PLEASE FORWARD TO:
Communications Manager

SEPTEMBER 24 & 25, 2007
Delta Regina Hotel
Regina, Saskatchewan

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

EARLY BIRD REGISTRATION (Before July 28)

Saskatchewan Communications **Forum + 1 Workshop**
(September 24 and morning of September 25, 2007) \$823 + \$57.61
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EARLY BIRD REGISTRATION (Before July 28)

Saskatchewan Communications **Forum -Day One Only**
(Sept. 24, 2007) \$499 + \$34.93 (7%) GST = \$533.93

EARLY BIRD REGISTRATION (Before July 28)

Workshop A: Effective Business Writing (Morning of September 25, 2007)
\$324 + \$22.68 (7%) GST = \$346.68

EARLY BIRD REGISTRATION (Before July 28)

Workshop B: Attracting Site Users & Improving their Online Experience
(Afternoon of September 25, 2007) \$324 + \$22.68 (7%) GST = \$346.68

BEST VALUE!

or

REGULAR REGISTRATION (After July 28)

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\$1099 + \$65.94 (6%) GST = \$1164.94

REGULAR REGISTRATION (After July 28)

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Workshop A: Effective Business Writing (Morning of September 25, 2007) \$349 + \$24.43 (7%) GST = \$373.43

REGULAR REGISTRATION (After July 28)

Workshop B: Attracting Site Users & Improving their Online Experience
(Afternoon of September 25, 2007) \$349 + \$24.43 (7%) GST = \$373.43

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VENUE & RESERVATIONS

Delta Regina Hotel, 1919 Saskatchewan Drive
Regina, Saskatchewan 1-306-525-5256

Delegates of the "Saskatchewan Communications Forum" will receive a special rate of \$120.00 at the Delta Regina Hotel, 1919 Saskatchewan Drive. Please call 306-525-5256 and ask for reservations. Don't forget to tell them you are a delegate of this program!

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.

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