

early bird members
save \$300!
ends July 31

inside out

Conversations you're not
having in your organization

PRESENTED BY CNW GROUP

HOSTED BY IABC CANADA WESTERN REGION

MANTEO RESORT, KELOWNA, BC

OCTOBER 14, 15 & 16, 2007

OPTIONAL VALUE-ADDED

pre-conference workshops • October 14, 2007

recreational activities • October 13 & 14, 2007

REGISTER TODAY by calling **1-866-869-7969**

or e-mailing **register@summersdirect.com**

early birds are automatically entered to



A pass for one to **The Caribbean Stress
Retreat Antigua, November 10- 17, 2007**

DETAILS AT: www.stressdoctors.com/pdf/CaribbeanStressRetreat.pdf

OR

Registration to **this conference**.



trumpeting internal communications



Amidst the beauty of British Columbia's largest city in the Okanagan Valley, sample the award-winning nectar of internationally-acclaimed wineries, hit the links at championship golf courses and traverse pine forests to wide desert spaces on bike trails for novice and experienced cyclists alike.

While you're enjoying all the Interior has to offer, spend two days looking at your organization from the inside out. Explore best practices in employee, corporate and business communication. And, have conversations you're perhaps not having in your organization - but would like to.

- ◆ Hear from Canadian and U.S. communication practitioners elevating the role of an employment brand in a hot job market.
- ◆ Find out why and how to add coaching to your skill set to be most valuable to your CEO.
- ◆ Determine if you're equipping your managers with the tools they need to combat information overload.
- ◆ Learn how to give your communications department a makeover.
- ◆ Demystify all the new technology your stakeholders are using.
- ◆ And much, much, more.

Along the way, network with hundreds of practitioners who believe internal communications, however you define it, is an important strategic component of any successful organization.



about kelowna



As part of a feasibility study around the IABC Canada Conference, members told us they want to go to a location for a conference that is both conducive to learning and a cultural and recreational getaway. They're interested in coming early for the fun stuff and bringing family along for the adventure. They want a shorter distance to travel and a reasonably priced conference with timely and relevant sessions.

We think Kelowna, fast becoming a conference destination, and this conference fit the bill.

Kelowna is a small city that offers the world. It is served by four airlines, has great weather in the fall, offers a plethora of activities to tickle anyone's fancy and is a safe destination. For more information, visit www.tourismkelowna.com

presenting sponsor

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.

www.newswire.ca



conference host

IABC Canada Western Region (CWR) represents and supports IABC chapters and their leaders in the Western Canadian provinces (BC to Manitoba) and the Polar chapter. CWR provides development to chapter leaders and idea/best practices sharing to enhance the operations of individual chapters. The region works closely with its counterpart in Eastern Canada to manage the national Silver Leaf Awards and the Master Communicator Award. <http://cwr.iabc.com/>



SATURDAY, OCTOBER 13, 2007

Full-day South Okanagan winery tour with lunch



Experience the beauty of the natural desert environment of the South Okanagan Valley. A spectacular scenic drive among ancient landscapes and endless vineyards. The hot, dry microclimates and glacial carved terrain provide perfect conditions for growing heat-loving grapes. Stop at wineries en route such as Burrowing Owl Estate Winery, Hawthorne Mountain Vineyards, Nk'Mip Cellars, Tinhorn Creek Vineyards and Golden Mile Cellars. Includes a stop for a scrumptious lunch.

Departs Manteo Hotel 9a.m.; drop off at the hotel 6p.m.

COST: \$145 per person

INCLUDES: GST, transportation, tour guide, winery tour/wine tastings, lunch, gratuity on meal

NOTE: Does not include wine with lunch or extra tasting fees for icewine tasting (usually \$2- \$5 per tasting)

Full-day hiking and winery tour with lunch



A unique combination of activity and reward. Explore the exquisite natural and cultural beauty of the Okanagan Valley. Hike... along sun-drenched grassland trails. Fall foliage adds colour to the ancient landscape of the Okanagan Valley. Lunch... overlooking stunning Okanagan Lake. Enjoy inspiring local cuisine. Sip... tantalizing red and white wines during visits to wineries in the afternoon. Okanagan Valley wines are now internationally recognized for quality, flavour and balance and are some of the world's finest wines.

Departs Manteo Hotel 9:30a.m.; drops off at the hotel 5p.m.

COST: \$130 per person

INCLUDES: GST, transportation, tour guide, use of hiking pole, water on hike, wine tastings, lunch, gratuity on meal

NOTE: Does not include wine with lunch or extra tasting fees for icewine tasting (usually \$2- \$5 per tasting)

SATURDAY, OCTOBER 13, 2007

Half-day orchards, cheese and cider agri-tour



This taste of heaven includes a visit to the mountainside Carmelis Goat Cheese Artisan Farm to sample their European-style cheeses overlooking the spectacular Okanagan Lake. The cheeses are made from 100% organic milk and ripened under optimal conditions. Then, a tour of the 100-year-old orchards at Kelowna Land & Orchard reveals how modern technology is used to grow the perfect apple. Sample fresh pressed apple juice and complete the tour with tastings of the unique iced apple cider produced by Raven Ridge Cidery, a cidery located on-site at the orchard.

Departs the Manteo Hotel 12:30p.m.; drops off at the hotel 4:30p.m.

COST: **\$78 per person**

INCLUDES: GST, transportation, tour guide, orchard tour/cider tastings, cheese tastings

Half-day Westside bench winery tour

Enjoy a guided tour of the dramatic Mission Hill Family Estate winery. The tour of the winery explores the wine culture, underground barrel cellars and distinctive wines of this exquisite landmark winery. Taste Mission Hill's featured wines surrounded by stunning architecture and gardens. Experience Quails' Gate Estate Winery, British Columbia's Winery of the Year for 2004. Enjoy a tasting and visit the 1870 historic log wine shop. Sample the unique red and white wines at family-owned Little Straw Vineyards in the new wineshop, located at the foot of Mt. Boucherie, an extinct volcano.

Departs the Manteo Hotel 12:30p.m.; drops off back at the hotel 4:30p.m.

COST: **\$95 per person**

INCLUDES: GST, transportation, tour guide, private winery tour/wine tastings

SATURDAY, OCTOBER 13, 2007

Bellevue Creek Trestle forest fire recovery bike tour



In Summer 2003, forest fires destroyed 15 of the 18 wooden trestles through the Myra Canyon, east of Penticton. Explore the Kettle Valley Rail Trail and see how the area is recovering from the fire and enjoy the wonderful new growth that is already in the area, in particular, the mountain wildflowers. Start the day by being transported from Kelowna to the trail above the city. Get fitted to your bike and begin the ride to the Bellevue Trestle, a 238-metre long, 65-metre high trestle that was saved from the forest fire. Stop at Summerhill Pyramid Winery for lunch and a tour. Then hop back in the van for transportation back to Kelowna. Total distance of the ride is 10km.

Departs the Manteo Hotel at 9:30am; drops off at the hotel about 3pm

COST: \$115 per person

INCLUDES: GST, bike rental, guide, helmet, lunch, snacks, transportation, water, wine tasting and tour

SUNDAY, OCTOBER 14, 2007

Half-day orchards, cheese and cider agri-tour



This taste of heaven includes a visit to the mountainside Carmelis Goat Cheese Artisan Farm to sample their European-style cheeses overlooking the spectacular Okanagan Lake. The cheeses are made from 100% organic milk and ripened under optimal conditions. Then, a tour of the 100-year-old orchards at Kelowna Land & Orchard reveals how modern technology is used to grow the perfect apple. Sample fresh pressed apple juice and complete the tour with tastings of the unique iced apple cider produced by Raven Ridge Cidery, a cidery located on-site at the orchard.

Departs the Manteo Hotel 9a.m.; drops off at the hotel 1:30p.m.

COST: **\$78 per person**

INCLUDES: GST, transportation, tour guide, orchard tour/cider tastings, cheese tastings

Bellevue Creek Trestle forest fire recovery bike tour

In Summer 2003, forest fires destroyed 15 of the 18 wooden trestles through the Myra Canyon, east of Penticton. Explore the Kettle Valley Rail Trail and see how the area is recovering from the fire and enjoy the wonderful new growth that is already in the area, in particular, the mountain wildflowers. Start the day by being transported from Kelowna to the trail above the city. Get fitted to your bike and begin the ride to the Bellevue Trestle, a 238-metre long, 65-metre high trestle that was saved from the forest fire. Stop at Summerhill Pyramid Winery for lunch and a tour. Then hop back in the van for transportation back to Kelowna. Total distance of the ride is 10km.

Departs the Manteo Hotel at 9:30am; drops off at the hotel about 3pm

COST: **\$115 per person**

INCLUDES: GST, bike rental, guide, helmet, lunch, snacks, transportation, water, wine tasting and tour

SUNDAY, OCTOBER 14, 2007

Half-day Westside bench winery tour with lunch



Enjoy a guided tour of the dramatic Mission Hill Family Estate winery. The tour of the winery explores the wine culture, underground barrel cellars and distinctive wines of this exquisite landmark winery. Taste Mission Hill's featured wines surrounded by stunning architecture and gardens. Experience Quails' Gate Estate Winery, British Columbia's Winery of the Year for 2004. Enjoy a tasting and visit the 1870 historic log wine shop. Sample the unique red and white wines at family-owned Little Straw Vineyards in the new wineshop, located at the foot of Mt. Boucherie, an extinct volcano.

Departs the Manteo Hotel 9:30a.m.; drops off at the hotel 3p.m.

COST: **\$125 per person**

INCLUDES: GST, transportation, tour guide, private winery tour/wine tastings and lunch

NOTE: Does not include wine with lunch or extra tasting fees for icewine tasting (usually \$2- \$5 per tasting)

SUNDAY, OCTOBER 14, 2007

9:00a.m. - 12:30p.m.

WORKSHOP A:

Understanding and conducting a communications audit

Sharon Stevens, APR, Communication Solutions, Kamloops, BC

Wendy Heshka, ABC, Communication Solutions, Kamloops, BC

www.communicationsolutions.ca

You invest great time and energy in building relationships with your key internal and external stakeholders. But do you have a process for probing how well that relationship is working? A way of reviewing both sides of the relationship to reveal emerging issues or opportunities? Do you have a process in place to ask – and to benefit from the answers?

A communications audit can be a dynamic exercise that has the potential to influence your individual, departmental or organizational objectives and plans. And the most exciting part is that the tools available to conduct an audit – for a short period or as an on-going practice – are virtually endless.

In this session, you will be taken through a step-by-step plan to conduct a communications audit – from the tried-and-true techniques to the most current of measurable tactics. You will leave this hands-on session with a workplan for your next communications audit.

LUNCH INCLUDED



Sharon Stevens, APR

Sharon thinks like the CEO and the single-issue interest group at the same time. With almost 20 years of marketing communication success within full service advertising and public relations agencies in Toronto, Halifax and now in British Columbia, Sharon helps her clients challenge perceptions and build important relationships.

Since winning an IPRA Golden World Award in 1993, Sharon has been honoured with multiple CPRS, HCPRA awards and an IABC Gold Quill. She has demonstrated her commitment to the profession and its development having served as a guest lecture at numerous conferences, on provincial CPRS Boards, as a former Canadian representative for PRSA's Counselors Academy and through accreditation maintenance.



Wendy Heshka, ABC

Wendy is a strategic thinker with high-tech panache who knows how to turn marketing communication activities into bottom-line results. Following her degree in Communications (Simon Fraser University), Wendy embraced her practical training in the competitive dot.com world south of the border – developing partner marketing programs and achieving eMarketing success.

Since returning to Canada, Wendy has combined her high-tech acumen with generalist communication know-how and has led projects in the healthcare, government and private sectors. She is accredited by IABC and a winner of an

IABC Gold Quill award.

OR

9:00a.m. - 12:30p.m.

WORKSHOP B:

Turbo-charge your business writing: How to use your computer to dramatically improve your articles, reports and press releases

Daphne Gray-Grant, Publication Coach, Vancouver, BC

www.publicationcoach.com

In this information-packed class you will learn how to turn your trusty old laptop or desktop into your very own personal writing assistant. Listen as Daphne Gray-Grant, a writing coach and former journalist:

- ◆ reveals the powerful tool hidden within MS Word you can harness to make yourself a better writer
- ◆ describes the exact number of words you should write per sentence for maximum reader appeal
- ◆ gives you three powerful and unusual ways to use the "search" function for better writing
- ◆ discusses the common misunderstanding about correct paragraph length (hint: your high school and college teachers had it all wrong)
- ◆ names a powerful piece of software that you should rush out and buy immediately (it costs less than \$40!)
- ◆ gives two tips for better incorporating research and interview notes into your writing
- ◆ describes how you can become your own best editor

LUNCH INCLUDED



Daphne Gray-Grant

Daphne Gray-Grant started her writing life as a journalist at her family's weekly newspaper and then quickly advanced to become features editor at The Vancouver Sun. From there she moved into corporate communications, producing newsletters, brochures and annual reports for a wide range of clients. Despite her many years of experience she never really enjoyed writing – until she set about developing the tools and techniques to do it better.

To share this knowledge, in 2005 she launched an online coaching business working with individuals and companies seeking to improve their writing skills.

Through her website, she offers a popular and free weekly newsletter called Power Writing.

AND

1:30 - 4:00p.m.

WORKSHOP C:

Just shoot me! Everything you ever wanted to know about corporate digital photography but were afraid to ask

Suzanne Salvo, Salvo Photography, Houston, TX

www.salvophoto.com

Do you love digital photography but have trouble with the techno-geeky stuff? Are pixels, histograms and layer masks all a Gaussian Blur to you? Or do you secretly cringe when asked to produce a photo location project or (gasp) the dreaded executive photo? Do you know when it's ethical and/or legal to photoshop the images that will appear in your company's publications? In other words - are you successfully working in the new Digital Era or are you stuck in the Dark(room) Ages?

In this workshop you will learn:

- ◆ Managing the process: The new workflow – from camera to computer to output to archives, terminology and the basic techno-geek stuff you must know
- ◆ Photo critique 101: What makes an image an effective communications tool? How to judge a photo portfolio
- ◆ What's hot and what's not: Photographic trends and styles that are currently driving the image marketplace
- ◆ Photo ethics: Is it OK to take 10 pounds off your exec in photoshop? Guidelines for what is acceptable

PLUS

Hands-on photo-taking creative exercises. Bring your digital camera to take full advantage of this opportunity.



Suzanne Salvo

For the past 22 years, Suzanne Salvo and her husband/partner, Chris, have made their children quasi-orphans with exotic worldwide photo assignments, taking them to over 55 different countries. Their clients are giant international companies that everybody has heard of. Salvo Photography keeps getting work because they are good at turning boring, ugly stuff into amazing award-winning photos. Suzanne is a past IABC executive board member, conducts action-packed workshops on photo topics throughout North America and Europe and writes the “Visually Speaking” column for IABC’s CWBulletin. She is a multiple IABC Gold Quill winner and the recipient of this year’s IABC Chairman’s Award.

OR

1:00 - 4:00p.m.

WORKSHOP D:

Negotiation skills for communicators

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. Emphasis is on skill development through simulated negotiations assisted by trained coaches.

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

Carey is a facilitator, mediator and personal performance coach. She specializes in helping others find principled ways to solve problems. She thoroughly enjoys assisting others 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.

4:30 - 5:30p.m. OPENING GENERAL SESSION

Stress is a leadership issue

Come laugh and learn as we explore the personal side of leadership and take advantage of this unique opportunity to learn some practical techniques that will help you soar above the daily hassles of life and release your executive charisma. In this session review some innovative ways of bringing more power and joy to all areas of your live as you lead the way to great success from right where you are.



Dr. Kenford Nedd is a practicing medical doctor and a renowned keynote speaker who has been featured among the top ten speakers in America. He has received standing ovations and resounding responses from a leadership conference of mayors of the United States, AT&T, American Airlines, National Association of Realtors, Merck, and many other corporations and major associations worldwide. Dr. Nedd is the author of the bestseller "Power Over Stress" and runs the Caribbean Stress Retreat. DETAILS AT: www.stressdoctors.com/iabc or 1-800-506-0067.

Kenford Nedd, M.D., Vancouver, BC www.kennedd.com

5:30 - 8:30p.m. **Silver Leaf Awards gala dinner**

The stars shine – this can mean you – at the annual Silver Leaf Awards Gala Dinner celebrating national communications excellence. Enjoy a scrumptious meal, network with new and renewed colleagues and cheer for the best of the best in our profession. Included in your conference fee.

8:00a.m. **Registration and continental breakfast**

8:45a.m. **Welcome and opening remarks**

9:00a.m. GENERAL SESSIONS

Winning big. Building a world class communications team under the spotlight. Winning the right to host the Olympic and Paralympic Games is the biggest prize in the world of sport. It also shines the biggest local, regional, national and international spotlight on your communications team. If you can communicate under this kind of pressure, you can communicate anywhere. Join this session to learn:

- ◆ How Vancouver 2010 is communicating to build and sustain a passionate, dedicated team
- ◆ How the media glare can also be a media glow
- ◆ How Internet communications will be the number one tool for communicating during the Games
- ◆ How to 'run and gun'; planning and executing communication before, during and after the Games



Renee Smith-Valade, Vice President, Communications, Vancouver, BC Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games www.vancouver2010.com

As the leader of VANOC's communications team, Smith-Valade oversees a multi-dimensional portfolio that spans media relations, community relations, information services and issues management. Her team is also helping to shape the Games' public image. Smith-Valade has also worked with Air Canada, Canadian Airlines and the 1988 Olympic Winter Games.

Sponsored by: **MERCER**
Human Resource Consulting

10:00a.m. Do the right thing: The communicator's daily dilemma

Another day, another ethical dilemma. As professional communicators, what role do we play in the effective and ethical management of business dilemma? During this interactive session, explore different opinions, best practices, and options that will help you demonstrate the IABC Code of Ethics and create an ethical conscience within your organization.

DISCUSS:

- ◆ Connections between business ethics and communication ethics
- ◆ Decision-making that is appropriate for your specified roles and responsibilities
- ◆ Models and resources that can help you fulfill an effective ethics role
- ◆ Lessons from the IABC Research Foundation ethics study



Todd Hattori, ABC, Communication Manager

Washington Department of Information Services, Seattle, WA

www.dis.wa.gov

Todd manages the hardware and software vendor negotiations, brokering, leasing, and marketing to help state and local government agencies, tribal organizations, and qualified not-for-profit organizations throughout the state of Washington optimize technology to achieve organizational/business success. Todd will be the International Chair of IABC as of July 1.

11:00a.m. Networking refreshment break

11:30a.m. Concurrent breakout sessions

A: **Standing out in a crowd:** Using an employment brand to differentiate your company in a hot employment market

The search for quality employees couldn't be any harder than in Western Canada, in particular, in Alberta. In this "employees' market," how do you stand out? What will it take to both get and keep good people? In this case study session, hear how Suncor Energy is:

- ◆ Using its employment brand to attract, recruit and engage employees, particularly in a competitive employment market
- ◆ Differentiating itself with its brand
- ◆ Developing and infusing brand into internal and external communications and how you can do the same



Judith Sparkes, BA, MBA, Manager, Talent Acquisition Strategies
Suncor Energy Inc., Calgary, AB www.suncor.com

Judith is responsible for developing a long-term company-wide strategy to source, attract and recruit the talent Suncor needs to fulfill its growth objectives in Canada's tightest employment market. She is a past IABC/Calgary board member.

B: **The right stuff:** Communicators as coaches

Coaching is a skill CEOs are requesting in every industry and sector. How do you adapt your skills to be the coach your CEO needs? In this session you will learn how an effective CEO thinks, when and how to engage the CEO in communication topics and ways you can use the power of language when coaching your CEO. If your time with the CEO is limited, you will learn to focus the way a person in the top job has to.

Rosemary Sargent, Partner

Capisce Coaching + Consulting, Calgary, AB

Rosemary Sargent has been a management consultant and private coach to CEOs and other senior level clients for 26 years. Her previous careers included print journalism at two major dailies and high profile public relations management, and her extensive volunteerism once included a stint as treasurer of a western Canadian IABC chapter.

C. **Web 2.0 & social networks:** 37 things your stakeholders know that you don't

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, BlogTV, 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, Principal

zu.com communications, Saskatoon, SK www.zu.com

Ryan 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.

12:45p.m. **Networking lunch**

2:00p.m. **Concurrent breakout sessions**

A: **Media and crisis communications training** for your organization

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 relations 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



Jay Averill, Manager, Corporate Communications

Stantec, Edmonton, AB www.stantec.com

Jay's role with Stantec includes all aspects of Corporate Communications, such as media and investor relations, communications for acquisitions, and employee communications. Jay works closely with the CEO to tell the company's story to media, investors, and employees. He won a 2005 IABC Gold Quill Award of Excellence for this training workshop.

B. **Dig deep:** Communicating below the surface

Why is it so hard to have difficult conversations? To create and sustain trusting relationships and culture? How do you, your leaders and your co-workers handle conflict and why?

Leaders and communicators play a key role in establishing and supporting a work culture that contributes to individual, team and organizational effectiveness.

This interactive presentation offers a glimpse at approaches to conflict and provides guidance on a simple tool that empowers people to have authentic conversations in a respectful, clear manner. The "experience cube" has been adapted and used widely in

Cameco Corporation's leadership development program. Teresa Quilty will share Cameco's success story and coach participants through an interactive exercise using the cube.



Teresa Quilty, BA, BEd, MBA (Leadership), Senior Organizational Development Specialist

Cameco Corporation, Saskatoon, SK www.cameco.com

Teresa Quilty is a leadership and communication specialist, coach, facilitator and speaker. She is passionate about helping individuals and organizations succeed by building on their inherent greatness. Currently, Teresa oversees management, design and delivery of Cameco Corporation's leadership development program for senior and high-potential leaders. Cameco is the world's largest supplier of uranium to produce clean air energy.

c. **A Story to guide your business**

Corporate story forming is a simple, intuitive and powerful alternative to strategic planning sessions. It is based on discovering what gives life to a business and crafting a story that personally connects employees and calls them forth into meaningful action. Values, missions and goals are inherent in a good story but a story handles the ambiguity or organizational change far better than abstract statements on the company's wall.

Based on examples from real companies, in this session learn about:

- ◆ The elements of a powerful organizational story
- ◆ Extracting key organizational values and goals inherent in the story
- ◆ Steps involved in forming a story that meaningfully connects people to the organization and encourages them to be accountable for results
- ◆ Renewing the story through the planning cycle



Corinne Tessier, CMA, MBA, FCMA, President

Affirming Workplace Solutions Inc., Calgary, AB www.affirmingworkplace.ca

Corinne Tessier is President of Affirming Workplace Solutions Inc, which specializes in innovative management practices and workplace systems. She helps organizations create affirming, productive workplaces that attract great employees, keep them, and keep them on track. Her innovative and effective practices led to her being nominated twice for Ernst and Young's 'Entrepreneur of the Year Award', and being featured in 1999 as one of 'Alberta's 50 Most Influential People' by Alberta Venture Magazine.

3:30p.m. GENERAL SESSION

Build it and they will come: A new communication model bridges the changing needs of employees and business

As far as communication models go, it can be tempting to simply tweak your existing practices and hope for incremental improvements. But that's not good enough when a company is undergoing significant change. For RBC, Canada's largest bank with 70,000 employees worldwide, a renewed client focus called for an overhaul of its employee communication strategy and long-standing tactics, to create clear line of sight between employees' contributions and organizational goals.

Find out how the employee communications team:

- ◆ Used research and the most current communication trends to build their case for a new approach
- ◆ Used measurement as a strategic element of their plan
- ◆ Got senior executive buy-in
- ◆ Provided a platform for candid employee views

Discover how this approach can work in your organization and provide an impressive return on your employee communication investment.



Edith Galinaitis, Manager, Employee Communications
RBC, Toronto, ON www.royalbank.com

Edith has over 15 years of communications experience, focusing on internal communication planning and strategy to increase employee understanding of and commitment to corporate goals and strategies. At RBC, the Employee Communications team is responsible for corporate communications to 70,000 employees across the globe. Before entering the world of corporate communications, Edith was a columnist for TV Guide.

4:30p.m. **Closing remarks; end of Day 1**

6:30 - 9:30p.m. **Dine-Around**

An IABC tradition is infused with an Okanagan twist at the Dine-Around. Sign up on-site and enjoy the fare at a local restaurant hosted by a Kelowna native. Pay your own way while getting to know about a dozen of your fellow conference attendees.

DAY TWO – TUESDAY, OCTOBER 16, 2007

7:45a.m. Early bird roundtables with ABCs

Participate in this small-group format, led by Accredited Business Communicators (ABCs), to share ideas and mine for answers to your current communications dilemma. Hot topics for three roundtables to be confirmed.

9:00a.m. General session and breakfast

Best employers panel: Great employers aren't born, they're created

Hear from some of Western Canada's top employers as to what makes their company a good one to work for and ideas you can take back to transform your workplace.



Jay-Ann Fordy, CHRP, Senior Vice President, Human Resources
Coast Capital Savings, Surrey, BC www.coastcapitalsavings.com

Jay-Ann provides leadership in developing and implementing human resource programs for the 2,000 employees of Coast Capital Savings. She has held senior management positions in crown, private and municipal corporations, most recently with the BC Lottery Corporation.



Allison Eaton, Communications Manager

Flight Centre, Vancouver, BC www.flightcentre.ca

As Public Relations Manager for Flight Centre's North American operations, Allison oversees all aspects of the company's internal and external communications, including press releases, syndicated articles, newsletters, senior management presentations and media relations.



Wade Wilson, Communications Specialist

PCL Constructors Inc., Edmonton, AB www.pcl.com

Wade is a communications specialist with PCL's North American headquarters. He provides communications consultation and support to executive teams and employees in PCL's 27 major North American locations.



MODERATOR: **Maureen E. Simons**, Senior Communications Consultant
Hewitt Associates, Vancouver, BC www.hewittassociates.com

Maureen has over 25 years experience in communication and human resources. Maureen is a member of Hewitt's 50 Best Employers in Canada team helping clients achieve and maintain high employee engagement.

10:00a.m. Networking refreshment break

Extended concurrent breakout session

10:30a.m. - 1:00p.m. Give a little to get a little: A hands-on strategic planning session

Give back to the community of Kelowna by sharing your expertise in this hands-on strategic planning workshop where you do all the work – and reap a lot of the reward. Attendees will work with a local non-profit to develop a strategic plan and/or manage a real-life, timely issue. Includes a brown bag lunch.

OR

10:30a.m. Concurrent breakout sessions

A. **The ABCs of earning your ABC** (Accredited Business Communicator)

If you're considering becoming accredited, don't miss this session. An IABC professional development program, accreditation offers communicators a way to demonstrate their ability to think and plan strategically and to successfully manage the skills essential to effective organizational communication, which could include internal communication, media relations, crisis communication and external relations.

Gain insight on:

- ◆ The steps required and reasons to become an accredited business communicator
- ◆ The application, portfolio of work, written and oral examination processes
- ◆ What education and experience are needed to apply for accreditation



Gail Pickard, ABC, Manager, Strategic Communications

Insurance Corporation of BC, North Vancouver, BC www.icbc.com

Gail has more than 20 years of experience in all aspects of corporate communication. She is currently the director of accreditation programs for the IABC Accreditation Council. She also manages the portfolio grading centre in Vancouver, British Columbia, and was co-coordinator of the BC Accreditation Completion Program (ACP). Gail regularly mentors accreditation candidates and has also proctored ABC exams.

B. **From clutter to clarity:** Vancity's approach to taming information overload

Information overload is a hot topic for communicators these days and for good reason. Employees are feeling overwhelmed with the amount of information they receive on a daily basis in the form of email, voicemail, print and new media. People leaders – the context-setters for this strategic content – aren't able to keep on top of everything either, so they're focusing on processing operational messages, time that they could be using for high value face-to-face communication.

In this case study session, hear how Vancity's communications team went about uncovering the real culprits contributing to info overload and what they've been doing to fight back. Effective solutions have come from an enterprise-wide approach of influencing and partnering with HR, IT and many lines of business. Take away some ideas and practical solutions you can use to cut through the clutter and manage information overload in your organization.



Tracey Wimperly, ABC, Manager, Corporate Communications

Vancity Credit Union, Vancouver, BC www.vancity.com

Tracey is a career communications professional and a self-proclaimed internal communications "geek." For more than 20 years, she's enjoyed diverse jobs in industries ranging from insurance to real estate to health care; since 2004, she has been Manager, Corporate Communications for Vancity Credit Union. Tracey is an accredited business communicator and an active member of IABC/BC.



Heather Harmse, Electronic Communications Consultant
Vancity Credit Union, Vancouver, BC www.vancity.com

With over 10 years of experience in the web environment, Heather has enjoyed working in several large corporate environments bridging the gap between technology and people. Heather joined Vancity in August 2006 to fulfill a new role as Electronic Communications Consultant. It is a strategic role that aims to get the best out of existing and new electronic communication channels.

C. **Keep your word as good as your bond:** The role internal communications plays in one of Canada's top employers

What role does internal communications play in maintaining a work culture that consistently ranks near the top? How can your communications team help your organization climb the ranks to become one of the best? This interactive session explore:

- ◆ How history and tradition create legends and rules to work by
- ◆ How powerful storytelling entrenches and enhances company values
- ◆ How ownership works formally and informally to empower employees
- ◆ How informal communication channels based in trust can be enhanced by communicators
- ◆ How formal communications products seal the deal



Wade Wilson, Communications Specialist
PCL Constructors Inc., Edmonton, AB www.pcl.com

Wade is a communications specialist with PCL's North American headquarters. He provides communications consultation and support to executive teams and employees in PCL's 27 major North American locations.

12:00p.m. **Networking luncheon**

1:30p.m. **Concurrent breakout sessions**

A. **How to instill a privacy mindset** in your organization and enhance your communications

How you communicate within your organization affects how and what you communicate to your customers. Learn how creating a culture of privacy on the inside will not only enhance your ability to keep existing customers, but also your ability to attract new ones.



Dr. Ann Cavoukian, Information and Privacy Commissioner, Ontario
www.ipc.on.ca

Dr. Ann Cavoukian is Ontario's first Information and Privacy Commissioner to be reappointed for a second term. In 2003, a leading privacy publication announced Dr. Cavoukian as The Privacy Manager of the Year. In 2005, the International Association of Privacy Professionals (IAPP) presented Dr. Cavoukian with the HP/IAPP Privacy Innovation Award and later that year she was made a member of the European Biometric Forum's International Biometric Advisory Council.

B. **Evangelism through social media:** Cultivating a cult for your cause, product or company

In this presentation, learn tactics to recruit, educate and mobilize supporters and stakeholders using popular social media tools, and how those same techniques can be applied to internal communications messaging, stakeholder cultivation, and branding.

Specifically:

- ◆ Look within to identify and recruit Influentials and Mavens - the 10% of the population that basically tells the other 90% what to do
- ◆ How to take advantage of Facebook, LinkedIn, MySpace, Twitter and all that stuff everyone is using
- ◆ How the tactics used by the most successful grassroots movements in history can apply to your online strategy



Kevin McCann, Vice President

Grassroots Enterprise, Washington, D.C. www.grassroots.com

As VP of Online Development at Grassroots Enterprise, Kevin has built and launched online campaigns for Fortune 100 corporations, political campaigns, national non-profits and trade associations, and the U.S. and Canadian governments. He also founded and led one of the most successful grassroots movements in Canadian history, FairDealForNewfoundland.com.

C. **The best @#% research you've never read**

Are you working harder but enjoying it less? Have you lost that loving feeling when it comes to your workplace? When managers go straight to tactics without stopping at strategy, are you tempted to ask, "Do you want that super-sized?" Join Karen Lee, ABC, MC, for a pain-free look at what research tells us about organizational communications and why so many of us feel like we're working in a drive-through boutique.

Using the body of knowledge gleaned from The Excellence Study sponsored by the IABC Research Foundation, this session will help you answer three fundamental questions:

1. Does my organization (or do my clients) have 'the right stuff' to support excellence in communication/public relations management?
2. Does my team exhibit the characteristics of an excellent communication/public relations department?
3. Given the answers to #1 and #2, what can I do differently tomorrow?



Karen J. Lee, ABC, MC, Principal

The KJ Lee Group, Vancouver, BC

Karen specializes in strategic communication planning and team capacity building. She has been recognized with more than 50 international, national and provincial awards for excellence in communication management. In addition to her consulting practice, Karen teaches for the University of Victoria and Kwantlen University College. She is currently co-instructing IABC/BC's accreditation completion program.

2:30p.m.

Networking refreshment break

3:00p.m.

Closing general session: Hot topic (To be announced)

4:00p.m. **Closing remarks; conference concludes**



SummersDirect Conference and Events is a conference planning company focused on you, communicators. We set ourselves apart from the rest with a concentration on customer service and value. We develop and produce quality communications conferences throughout all regions across Canada.

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.

Whether you're interested in attending one of our conferences or need help developing your own, we can help you.

Call us at 1-866-869-7969 or visit our website www.summersdirect.com.



Dragonfli Studio: Lori Johnson brings experience and energy to every project, whether she's designing logos, stationary, brochures, presentation folders, signage, bus wraps or magazines. Her team approach and effective communication ensure that your goals and deadlines are met. Dragonfli Studio - we are not successful unless you are successful. For more information contact 250-712-0716 or e-mail dragonflistudio@shaw.ca.



Western
Region

C/O SummersDirect

Conference and Events

18 Yukon Drive, Richmond Hill, ON L4B 4E9

inside out

PRESENTS:

Conversations you're not having in your organization

OCTOBER 14, 15 & 16

Manteo Resort

3762 Lakeshore Road, Kelowna, BC V1W 3L4

www.manteo.com

ATTENTION: Please forward to: Communications Manager

Register by...

PHONE: 1-866-869-7969

FAX: 1-905-762-9101 (fax back this page)

E-MAIL: register@summersdirect.com

MAIL: IABC

C/O SummersDirect Inc.

18 Yukon Drive, Richmond Hill, ON L4B 4E9

GROUP RATE: receive a **10% discount** if you register three or more together.

Not an IABC Member?

Ask us about our **"Join n' Go"** rate.



IABC MEMBERS - Please register me for:

Best Value! Conference + 2 workshops

- Early bird registration (Before July 31) \$899 + \$53.94 (6%) GST = \$952.94
- Regular (August 1 and later) \$1049 + \$62.94 (6%) GST = \$1111.94

*Select workshop/s below

Conference + 1 workshop only

- Early bird registration (Before July 31) \$799 + \$47.94 (6%) GST = \$846.94
- Regular (August 1 and later) \$949 + \$56.94 (6%) GST = \$1005.94

*Select workshop/s below

Conference only (October 15 & 16, 2007)

- Early bird registration (Before July 31) \$599+ \$35.94 (6%) GST = \$634.94
- Regular (August 1 and later) \$749 + \$44.94 (6% GST) = \$793.94

NON-MEMBER - Please register me for:

Best Value! Conference + 2 workshops

- Early bird registration (Before July 31) \$1124 + \$67.44 (6%) GST = \$1191.44
- Regular (August 1 and later) \$1274 + \$76.44 (6%) GST = \$1350.44

*Select workshop/s below

Conference + 1 workshop only

- Early bird registration (Before July 31) \$999 + \$59.94 (6%) GST = \$1058.94
- Regular (August 1 and later) \$1149 + \$68.94 (6%) GST = \$1217.94

*Select workshop/s below

Conference only (October 15 & 16, 2007)

- Early bird registration (Before July 31) \$749+ \$44.94 (6%) GST = \$793.94
- Regular (August 1 and later) \$899+ \$53.94 (6%) GST = \$952.94

*OPTIONAL WORKSHOPS:

- Workshop A: Understanding and conducting a communications audit **OR**
- Workshop B: Turbo-charge your business writing: How to use your computer to dramatically improve your articles, reports and press releases

- Workshop C: Just shoot me! Everything you ever wanted to know about corporate digital photography but were afraid to ask **OR**
- Workshop D: Negotiation skills for communicators

Optional Activities

- Full-day South Okanagan winery tour with lunch - \$145 per person
 - Full-day hiking & winery tour with lunch - \$130 per person
 - Half-day orchards, cheese & cider agri-tour - \$78 per person
 - Half-day Westside bench winery tour \$95 per person
 - Half-day Bellevue Creek Trestle Bike Tour - \$115 per person
 - Half-day Westside bench winery tour with lunch - \$125 per person
- (GST included in all rates)

PAYMENT

- Payment enclosed (please make cheques payable to **SummersDirect Inc.**)
- Please send me invoice (must be received before **October 1, 2007**)
- Please charge my Visa MasterCard American Express

CARD NUMBER: _____ EXPIRY DATE: _____

CARD HOLDER'S NAME: _____

SIGNATURE: _____ DATE: _____

NAME: _____ TITLE: _____

COMPANY: _____

ADDRESS: _____

CITY: _____ PROVINCE: _____ POSTAL CODE: _____

TELEPHONE: _____ FAX: _____

E-MAIL: _____

TYPE OF BUSINESS: _____

VENUE and RESERVATIONS

Reservations for the event will be made by individual attendees directly at the **Manteo Resort** (3762 Lakeshore Road , Kelowna, BC Kelowna, BC V1W 3L4) www.manteo.com Or by calling **1-800-445-5255**. Callers must identify themselves as being with the IABC Conference order to qualify for your group rate of:

DELUXE GUESTROOMS, RUN OF HOUSE	\$150.00
ONE BEDROOM SUITES, RUN OF HOUSE	\$190.00
TWO BEDROOM VILLAS	\$329.00
THREE BEDROOM VILLAS	\$369.00

Overflow for the conference will be at the **Hotel Eldorado** immediately next door to the Manteo (Hotel Eldorado, 500 Cook Road, Kelowna, B.C. V1W 3G9) www.eldoradokelowna.com. Or by calling **1-(250) 763-7500**. Callers must identify themselves as being with the IABC Conference order to qualify for your group rate of:

HERITAGE	\$109
HERITAGE SUPERIOR	\$139
HERITAGE DELUXE	\$159
HERITAGE JACUZZI	\$149
ARMS DELUXE MOUNTAINVIEW	\$149
ARMS DELUXE LAKEVIEW	\$159
ARMS LAKEVIEW LUXURY SUITES	\$249

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 \$12 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. IABC 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**.