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**ALBERTA**  
COMMUNICATIONS  
forum

**February 21, 2008**  
The Westin Edmonton  
**EDMONTON, ALBERTA**

**Optional Value Added  
Post-Conference Workshops  
Feb. 22, 2008**

**A: Communications Audit  
B: Negotiation Skills for Communicators**



**Conference Chair  
Brenda Gheran**

President,  
International Association of  
Business Communicators,  
Edmonton Chapter

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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 **1-866-869-7969** or e-mail us at [relationships@summersdirect.com](mailto:relationships@summersdirect.com). Visit our web site [www.summersdirect.com](http://www.summersdirect.com)



**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 [www.iabcedmonton.com](http://www.iabcedmonton.com).



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## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

### 8:30 WELCOME AND OPENING REMARKS FROM THE CHAIR



**Brenda Gheran,**  
President,  
International Association of Business  
Communicators, Edmonton Chapter  
[www.iabcedmonton.com](http://www.iabcedmonton.com)

### 8:45 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](http://www.fcc-fac.ca)

WINNER OF  
22 AWARDS!

What could possibly keep you awake at night when you work for a \$14 billion corporation that's number eight among Canada's 50 best employers and holds over 21 per cent of Canada's agricultural lending market? How about the challenge to create long term sustainability in an increasingly competitive marketplace? FCC's answer? Create extraordinary customer experiences.

Learn how Farm Credit Canada delivered a world class change management strategy that earned three Gold Quill, five Silver Leaf, eight provincial and five Canadian Agricultural Marketing awards of excellence and three Best of Show distinctions in this year's competitions.

Claire will take 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.

### 9:45 NETWORKING REFRESHMENT BREAK



## 10:00 BUILDING A VIRTUAL TEAM FOR THE 2010 OLYMPIC WINTER GAMES



**Cynthia Lockrey,**  
Senior Manager, Media Relations,  
City of Richmond  
[www.richmond.ca](http://www.richmond.ca)

DELEGATE  
FAVOURITE

In February 2010, an expected 100,000 visitors a day will visit Richmond as it hosts the long track speed skating competition for the 2010 Olympic and Paralympic Winter Games. So how does a communications department with four staff prepare for such a large international event? Learn how the City of Richmond has created a virtual team, bringing in staff from all areas of the organization, to help deliver major media and public events related to the Olympics.

## 11:00 WEB 2.0 & SOCIAL NETWORKS: 37 THINGS YOUR STAKEHOLDERS KNOW THAT YOU DON'T KNOW



**Ryan Lejbak,**  
Principal, [zu.com](http://www.zu.com) communications,  
Saskatoon, SK  
[www.zu.com](http://www.zu.com)

HOT  
TOPIC

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.

## 12:00 PM NETWORKING LUNCHEON

### 1:00 FROM VISION TO ACTION: ENGAGING YOUR ORGANIZATION THROUGH STRATEGIC STORYTELLING



**Ken Milloy,**  
President, Strategic Connections Inc.,  
Vancouver, BC  
[www.strategicconnections.com](http://www.strategicconnections.com)

MUST  
SEE!

Your organization is on a journey; every one of your employees is on a personal journey. When you connect the two journeys, great things transpire. In this presentation, Ken will showcase how storytelling can be used as a powerful engagement strategy to make that connection. Traditionally seen as a leadership tool, storytelling is also an effective performance improvement tool able to showcase best practices and bring human dimension to strategic priorities. In this session you will discover how storytelling is effectively being used in organizations for alignment and engagement.

**2:00 MAKING SAFETY ADVERTISING STAND OUT**  
GOLD QUILL AWARD OF MERIT WINNER IN MULTI-AUDIENCE COMMUNICATION



**Julie Wiwad, Corporate Communications**  
**ATCO Gas and ATCO Electric**  
[www.atcogas.com](http://www.atcogas.com)  
[www.atcoelectric.com](http://www.atcoelectric.com)



ATCO Gas is an Alberta-based natural gas distribution company committed to the safe, reliable delivery of natural gas to Albertans. In 2006, the company developed an award-winning campaign to increase public awareness of how to avoid natural gas emergencies and how to deal with such emergencies when they occur in a way that reinforced its reputation as a company that cares. This presentation will demonstrate how the campaign gave ATCO Gas a face – an unexpected face that stood out from other advertising – in order to build trust and grab the attention of its target audiences.

**3:00 NETWORKING REFRESHMENT BREAK**

**3:15 INCOMING! CRISIS COMMUNICATIONS LESSONS FROM THE HOT AIR BALLOON TRAGEDY**



**John Kageorge,**  
**Communications Manager,**  
**AMEC**  
[www.amec.com](http://www.amec.com)



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.

**4:00 HOW TO GET THE MEDIA'S ATTENTION**



**Paul Marck,**  
**Edmonton Journal**



**Ted Bauer,**  
**Global TV**

**Radio Representative, TBA**

It has never before been so easy to communicate your message to so many people so quickly. This, of course, is a double-edged sword. Newsrooms are overwhelmed with press releases, e-mails and phone calls. How can you get your message heard through the clutter? In this session, you will hear from a dynamic panel of reporters from print, radio and TV on effective strategies that you can use to get your story picked up by the media and reach your intended audience.

**5:00 CONFERENCE CONCLUDES**



PRACTICAL HANDS-ON WORKSHOP

A

9:00am – 12:30pm **COMMUNICATIONS AUDITS – EXPLORING THE IMPACT OF COMMUNICATIONS ON YOUR ORGANIZATION**

Presented by **Cynthia Lockrey, Senior Manager, Media Relations, City of Richmond**, [www.richmond.ca](http://www.richmond.ca)

Conducting a communications audit can be a daunting process. Do you hire an external consultant or use internal resources? How much time do you spend on the audit? Who do you present the results to and will they be read?

These are just some of the areas that will be discussed in this half-day workshop on how to conduct a communications audit. This practical interactive workshop will explore the planning stages of an audit, the audit process and how to communicate the results to your organization. At the end of the workshop, participants will have the tools needed to conduct their own communications audit.



**Cynthia Lockrey** recently moved to British Columbia from Ontario to join the City of Richmond as its Senior Manager of Media Relations. She is also a communications consultant who specializes in creating dynamic media relations campaigns, training people to work with the media and developing issues management strategies. Cynthia was the Manager of Corporate Communications for the City of London where she took a lead role in issues management, media relations and was London's Emergency Information Officer. Her media relations and community relations work has earned her a number of London IABC Virtuoso Awards. Cynthia is also a part-time instructor at Fanshawe College in London and is a regular speaker at communications conferences across Canada.



B

1:30pm – 5:00pm **NEGOTIATION SKILLS FOR COMMUNICATORS**

Presented by **Carey Patterson, Onward Strategies Inc., Calgary, AB**, [www.onwardstrategies.com](http://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 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.



18 Yukon Drive  
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Presents:

*Third Annual*

# ALBERTA COMMUNICATIONS FORUM

## February 21, 2008

THE WESTIN EDMONTON

10135 100 Street, Edmonton, AB

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#### ALBERTA COMMUNICATIONS FORUM + 2 WORKSHOPS\*

- Early bird registration (Before January 11) \$999 + \$59.94 (6%) GST = \$1058.94
- Regular registration (January 11 and later) \$1099 + \$65.94 (6%) GST = \$1164.94

\* Feb. 21 & 22, 2008.

#### ALBERTA COMMUNICATIONS FORUM + 1 WORKSHOP ONLY\*

- Early bird registration (Before January 11) \$799 + \$47.94 (6%) GST = \$846.94
- Regular registration (January 11 and later) \$899 + \$53.94 (6%) GST = \$952.94

\* Feb. 21 & half day Feb. 22nd, 2008. Select workshop/s from column at far right

#### ALBERTA COMMUNICATIONS FORUM ONLY (FEB. 21)

- Early bird registration (Before January 11) \$549 + \$32.94 (6%) GST = \$581.94
- Regular registration (January 11 and later) \$649 + \$38.94 (6%) GST = \$687.94

#### OPTIONAL POST-CONFERENCE WORKSHOPS (FEBRUARY 22)

##### WORKSHOP A • MORNING Communications Audit

- (Before January 11) \$349 + \$20.94 (6%) GST = \$369.94
- (January 11 & later) \$399 + \$23.94 (6%) GST = \$422.94

##### WORKSHOP B • AFTERNOON Negotiation Skills

- (Before January 11) \$349 + \$20.94 (6%) GST = \$369.94
- (January 11 & later) \$399 + \$23.94 (6%) GST = \$422.94

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#### VENUE & RESERVATIONS

**The Westin Edmonton**, 10135 100 Street, Edmonton, AB. T5J 0N7. Reservations for the Event will be made by individual attendees directly by calling 1-800-westin1 (937-8461). Callers must identify themselves as being with the Alberta Communications Forum in order to qualify for the group rate of \$159.

#### 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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