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April 4, 2008

- A: Building An Engaged Corporate Culture
Through Strategic Storytelling
B: Communications Audit



Conference Chair
Brandy Delves

President,
International Association of
Business Communicators,
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The International Association of Business Communicators – British Columbia (IABC/BC) is a 500-member strong provincial chapter that is part of a global network of 15,000 communicators working in more than 70 countries in diverse industries and disciplines to identify, share and apply the world's most effective communication practices. For more information about monthly PD and networking events, visit **www.iabc.bc.ca**.



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The Canadian Public Relations Society – Vancouver provides a broad range of professional development programs, networking opportunities, and professional accreditation. The chapter distinguishes itself by having a balance of junior and prominent, distinguished communicators from Whistler to BC's Interior. CPRS' highly-regarded professional designation 'APR' denotes a PR professional with more than five years experience who has completed an intense educational and assessment program. As importantly, CPRS-Vancouver is its members' doorway to the national and international PR industry. The society is a part of CPRS, the only national professional organization for public relations practitioners, and is affiliated with the Global PR Alliance and Public Relations Society of America. For more information about CPRS visit **www.cprsvancouver.com**.



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8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Brandy Delves,
President,
International Association of Business
Communicators, BC
www.iabc.bc.ca

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

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.

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



Cynthia Lockrey,
Senior Manager, Media Relations,
City of Richmond
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 NETWORKING REFRESHMENT BREAK

11:15 WEB 2.0 & SOCIAL NETWORKS: 37 THINGS YOUR STAKEHOLDERS KNOW THAT YOU DON'T KNOW

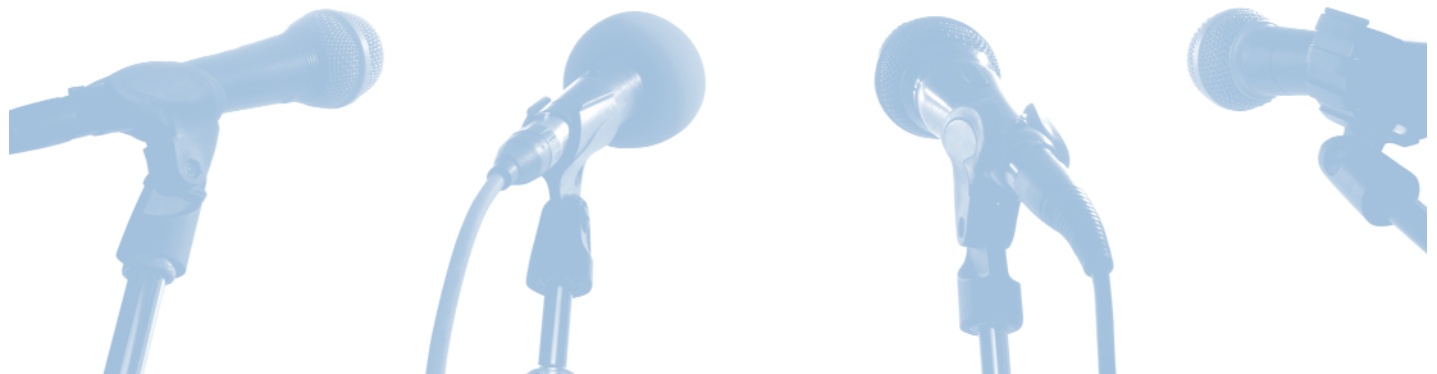


Ryan Lejbak,
Principal, zu.com communications,
Saskatoon, SK
www.zu.com

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.

12:15 PM NETWORKING LUNCHEON



1:30 INCOMING! CRISIS COMMUNICATIONS LESSONS FROM THE HOT AIR BALLOON TRAGEDY



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

DON'T MISS THIS!

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.

2:30 MUDDY WATER: VANCOUVER'S TURBID TALE



Laurie Dawkins, ABC,
Regional Director of Public Affairs,
Vancouver Coastal Health
www.vch.ca



Viviana Zannoco,
Senior Media Relations Officer,
Vancouver Coastal Health
www.vch.ca



What do two million people do when they're told they can't drink the water that comes out of their taps? In November 2006, Medical Health Officers in Metro Vancouver issued a public advisory about deteriorating drinking water quality after heavy storms and slides increased turbidity in the watersheds which serve as drinking water sources to half of British Columbia's population. Find out what Vancouver Coastal Health did to keep people and businesses updated on the situation and how they met the challenge of delivering thousands of litres of bottled water to patient bedsides for 10 days. Keeping media on your message, making sure government is informed, and retaining your sense of humour are all key facets of this crisis communications plan.

3:30 NETWORKING REFRESHMENT BREAK

3:45 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.

4:45 FORUM CONCLUDES FOR THE DAY



PRACTICAL HANDS-ON WORKSHOPS

A

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

Presented by **Ken Millroy, President, Strategic Connections Inc.**, and **Nicky Fried, Vice President, Storytelling, Strategic Connections Inc.**, www.strategicconnections.com

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.



Nicky Fried is VP Storytelling at Strategic Connections Inc. Nicky has 20 years of experience in communications, specializing in internal communications, including leadership development and communication training. Nicky builds targeted communication programs that assess communication needs and develops strategies to build on strengths and remediate weaknesses. Her approach is collaborative and reality based. Nicky teaches communications related courses and corporate storytelling with both the SFU Writing and Publishing program and VCC, Nicky regularly publishes articles on storytelling and is the founder of the corporate storytelling network The Story Chair.

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.

B

1:00 PM – 4:30 PM **COMMUNICATIONS AUDITS – EXPLORING THE IMPACT OF COMMUNICATIONS ON YOUR ORGANIZATION**

Presented by **Cynthia Lockrey, Senior Manager, Media Relations, City of Richmond**, 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.

Presents:

Third Annual BC COMMUNICATIONS FORUM April 3 & 4, 2008

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Regular registration (After February 8) \$1099 + \$54.95 (5%) GST = \$1153.95

* April 3 & 4, 2008.

BC COMMUNICATIONS FORUM + 1 WORKSHOP ONLY*

Early bird registration (Before February 8) \$799 + \$39.95 (5%) GST = \$838.95

Regular registration (After February 8) \$899 + \$44.95 (5%) GST = \$943.95

* Apr. 3 & half day Apr. 4, 2008. Select one workshop from column at far right.

BC COMMUNICATIONS FORUM ONLY (APRIL 3)

Early bird registration (Before February 8) \$549 + \$27.45 (5%) GST = \$576.45

Regular registration (After February 8) \$649 + \$32.45 (5%) GST = \$681.45

**OPTIONAL
POST-CONFERENCE
WORKSHOPS
(APRIL 4)**

**WORKSHOP A • MORNING
Strategic Storytelling**

(Before February 8) \$349 + \$17.45 (5%) GST = \$366.45

(After February 8) \$399 + \$19.95 (5%) GST = \$418.95

**WORKSHOP B • AFTERNOON
Communications Audit**

(Before February 8) \$349 + \$17.45 (5%) GST = \$366.45

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VENUE & RESERVATIONS

Vancouver Marriott Pinnacle Hotel, 1128 West Hastings Street, Vancouver, BC. Reservations for the Event will be made by individual attendees directly by calling 1-800-207-4150.

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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