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4th Annual   
**MUNICIPAL**  
COMMUNICATIONS  
**conference**

October 26 & 27, 2009

Courtyard Marriott Downtown  
TORONTO, ONTARIO

Optional Value Added  
Post-Conference Workshops  
October 28, 2009

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Multi-Generational Workplace

**B:** Volunteer... And Feel the Magic:  
Using a Campaign to Ignite  
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## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

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



**Brian Lambie, Principal, Redbrick Communications & Media Contact, Association of Ontario Municipalities**  
[www.redbrick.ca](http://www.redbrick.ca)  
[www.amo.on.ca](http://www.amo.on.ca)

### 8:45 COMMUNICATING TORONTO'S RECESSION ASSISTANCE PROGRAMS



**Kevin Sack, Director, Strategic Communications, City of Toronto,**  
[www.toronto.ca/ourtoronto](http://www.toronto.ca/ourtoronto)

HOT  
TOPIC

Join the discussion. Communicating to diverse audiences about a large number of programs, services and emerging issues is a challenge for any municipal communicator. Kevin will present some of the City of Toronto's recent corporate strategic communications initiatives and discuss municipal government media relations. The recent global recession has meant all municipalities need to tailor communications strategies and tactics to serve those most vulnerable in our communities. Toronto launched the Your City Can Help strategy to help those feeling the affects of the recession. Communicating this strategy was a critical part of the outreach that was implemented to support the program. Kevin will speak about the ongoing work to communicate the City's recession assistance programs.

### 9:45 SOCIAL MEDIA



**Keren Adderley, Coordinator of Communications and Marketing, Region of Waterloo,**  
[www.region.waterloo.on.ca](http://www.region.waterloo.on.ca)

HOT  
TOPIC

Keren has become a trailblazer in social media at the Region of Waterloo. Working on the high-profile rapid transit project, she knew she needed to consult with new audiences using social media in order to get full public support for the project. The challenge was how to do this without a full set of approved social media policies already in place.

Keren will speak about her experiences using different social media tools to engage the public and form social networks. She will also discuss the process she used to

get buy in from senior management and how she formulated some guidelines and policies around social media at the Region of Waterloo. Some of the next steps Keren and her team are taking include training for other communicators and social media pathfinders at the Region, and rolling out the new policies.

### 10:45 NETWORKING REFRESHMENT BREAK

### 11:00 INTERACTIVE DISCUSSION GROUPS — SOCIAL MEDIA

INTERACTIVE  
SESSION

In this interactive session, delegates will break into small groups and share their very own lessons learned and best practices for social media. Notes will be collected from each group and a report will be e-mailed to all delegates afterward.

### 12:00PM NETWORKING LUNCHEON

### 1:00 AUTHENTIC CRISIS LEADERSHIP: LESSONS LEARNED FROM CATS, KIDS AND COLD CUTS

DELEGATE  
FAVOURITE



**Dr. Terence (Terry) Flynn, APR, FCPRS, Assistant Professor, Communications Management, DeGroote School of Business, McMaster University**  
[www.mcm.degroote.mcmaster.ca](http://www.mcm.degroote.mcmaster.ca)

Over the last 24 months, three publicly traded companies (Menu Foods, Mattel and Maple Leaf Foods) have provided researchers and practitioners with ample evidence that the most valuable crisis management and communications responses are not determined by the size of the crisis plan but by the effectiveness of the organization's leadership, mindset and organizational culture. Being prepared for a crisis is one thing but being able to react quickly in today's hypersensitive marketplace takes anticipation, readiness and a sense that operating in a crisis mode is now the new normal.

Terry will present his observations, insights and recommendations on crisis management and communications strategies based on his own personal experiences from the Walkerton water crisis and other crises that he worked on over his 20 year consulting career and his recent research on Maple Leaf Foods.

### 2:00 NETWORKING REFRESHMENT BREAK

2:15 **ENGAGING COMMUNITY WITH CREATIVE COMMUNICATIONS**



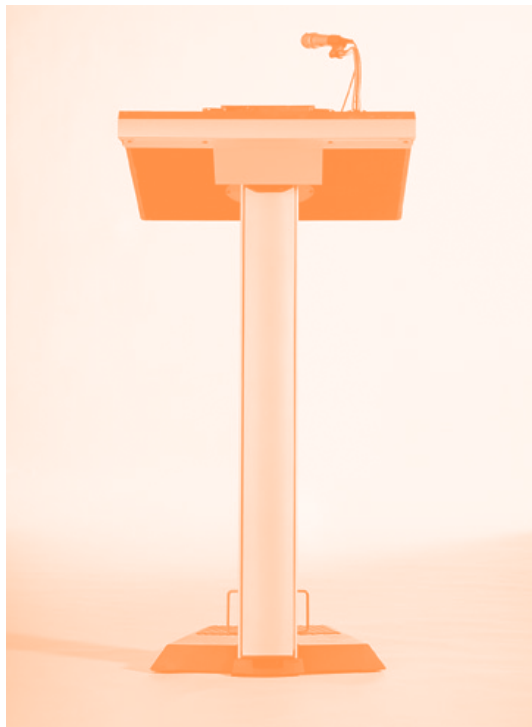
**Therese Mickelson, ABC,**  
Mickelson Consulting Inc.

A MUST SEE!

The call to rally the community, engage interest groups and bring together business never ends, but these objectives are rarely supported with a decent budget. With a creative campaign theme and strategic use of resources, you can connect all three and achieve outstanding results in your community. Find out how the City of Coquitlam's award winning "A thousand excuses...One small step" campaign used a couple of old guys at the beach to achieve its goals.

In this session, you will learn how to:

- use interactive web tools to engage community organizations
- apply research to target programs, attract sponsors and generate interest
- leverage staff resources and community network to stretch budget



3:15 **THE FARM TO FORK CONNECTION: BUILDING A CULINARY TOURISM BRAND IN DURHAM REGION**



**Kerri King,**  
Tourism Manager,  
The Regional Municipality  
of Durham,  
[www.durhamtourism.ca](http://www.durhamtourism.ca)

BRANDING!

Today's marketplace is already inundated with countless brands. So how do you create a brand that's memorable, unique and drives your marketing objectives? Kerri King, Tourism Manager for The Regional Municipality of Durham, will share her experience in creating an event marketing campaign for the award-winning Gates Open: Savour Durham Farm Tour, which was designed to promote agriculture education and enhance tourism opportunities in Durham Region.

You will learn about the branding strategies that have helped to elevate culinary tourism in Durham, and how the Region has leveraged the tour to engage stakeholders and strengthen partnerships. You'll also learn techniques that can help you generate earned media, as well as social marketing tools that will enhance your event promotion efforts.

4:00 **BRANDING THE DEPARTMENT: A STEP-BY-STEP PROCESS**



**Adelina Urbanski,**  
Commissioner of Social and  
Community Services,  
Halton Region,  
[www.halton.ca](http://www.halton.ca)

MORE BRANDING!



**Ginny Jones, APR,**  
President, Acuity Options,  
[www.acuityoptions.com](http://www.acuityoptions.com)

With a strong overarching brand in place, consider taking the next step in the branding continuum by branding your municipality's departments. The Social and Community Services management team at Halton Region did just that and is now reaping the rewards by positioning and connecting its core 'brand promise' to its key influencers. In this lively and interactive session, you'll discover how to:

- take a strategic approach to realizing your branding goals
- identify the leadership behaviours required to deliver on the branding promise
- ensure success by turning branding into a set of behavioural expectations for all staff
- operationalize and test your brand's messaging

5:00 **DAY ONE OF CONFERENCE CONCLUDES**

## 8:00 REGISTRATION AND CONTINENTAL BREAKFAST

## 9:00 INVESTING IN OUR PEOPLE AND COMMUNICATING ABOUT COMPENSATION



**Catherine Mullally,**  
Director, Human Resources,  
Halifax Regional Municipality,  
[www.halifax.ca](http://www.halifax.ca)

AWARD-WINNING

HRM employees are essential to the delivery of high quality public services which contribute to making the Municipality a great place to live and work. In 2007, Halifax Regional Council recognized the labour market challenges and approved specific funding to begin to deal with compensation issues faced by non union employees as a result of inequities within the existing pay structure.

Discussions with employees on compensation can be emotional and sensitive. Acknowledging the importance of a communications strategy and the engagement of the appropriate expertise was critical to the success of the project. During this presentation, you will learn about how the Human Resources Team engaged the organization to enable success and prepared for potential challenges to mitigate negativity and disengagement of employees.

## 10:00 NETWORKING REFRESHMENT BREAK

## 10:15 BEST PRACTICE 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. Different groups will discuss different topics. A sign-up sheet will be posted during the break.

## 11:15 WELLINGTON COUNTY: PROUD TO BE ONE OF CANADA'S TOP 100 EMPLOYERS



**Andrea Ravensdale,**  
Communications Officer,  
County of Wellington,  
[www.wellington.ca](http://www.wellington.ca)

AWARD WINNER

To attract and retain high performance employees, you need to be the best. The County of Wellington is proud to be selected one of Canada's Top 100 Employers for 2009, by Maclean's magazine. Since this prestigious list was made public in October, Wellington County has been inundated with calls, emails and letters from people across Canada, wanting to know what makes them a top employer. Andrea Ravensdale will speak about why making this list is important, what makes the County of Wellington a Top 100 Employer, what making this list means to the organization and its employees, and how the County of Wellington has promoted and has marketed this achievement locally, provincially and nationally.

## 12:00PM NETWORKING LUNCHEON

## 1:00 THINK AND DRIVE — A SECOND IS ALL IT TAKES



**Jeffrey C. Martin, BA, APR, FCPRS,**  
Senior Communications Counsel,  
Pier 8 Group,  
President,  
Quorum Communications Inc.



**Bob Mills, BA, R.G.D.,**  
President, Pier 8 Group,  
[www.pier8group.com](http://www.pier8group.com)

AWARD WINNER

Everybody thinks they're a safe driver, but just how safe are we, really? This question has relevance for all of us, but particularly so in Niagara Region, which has suffered one of the highest rates of serious and fatal motor vehicle collisions of any community in the province of Ontario. In this session, we look at some of the innovative public relations and social marketing strategies the Region is using to reduce the carnage on its roads and highways. Learn how Niagara's unique, research-driven, educational approach is helping drivers to become more aware of and understand road safety issues, and to change their driving behaviours, as well as how websites and Facebook groups are engaging the Niagara community and delivering the message to a new generation of drivers.



**2:00 HALTON'S STRATEGY TO BECOME MORE INCLUSIVE TO DIVERSE COMMUNITIES**



**Kate Johnston,**  
Manager of Service Delivery  
Improvement,  
Region of Halton,  
[www.halton.ca](http://www.halton.ca)

HOT  
TOPIC

Halton Region, located on the western edge of the Greater Toronto Area, is growing rapidly and its immigrant population increased by almost 30% between 2001 and 2006. This trend of increasing immigration to Halton is expected to continue and as a result Halton Region must ensure that its services and programs respond to its customers' changing needs. As a result, Halton has developed a strategy to make it more inclusive to diverse communities. You'll learn about how Halton Region:

- Developed its Inclusion Strategy using internal and external audience research
- Is changing its organizational culture, and
- Is making Halton more inclusive to all residents

**3:00 NETWORKING REFRESHMENT BREAK**

**3:15 USING THE EXCELLENCE MODEL TO EVALUATE YOUR COMMUNICATIONS FUNCTION**



**Glenna Cross, ABC, MC,**  
Founder and President,  
Cross Wise Communications Ltd.,  
[www.cross-wise.ca](http://www.cross-wise.ca)

DELEGATE  
FAVOURITE

The Excellence Model (IABC Research Foundation project) provides a practical and understandable benchmark against which your communications function can be compared. It outlines the "Knowledge Core" communicators need to bring to the table; the "Shared Expectations" necessary between the leadership team and communicators; and, the "Organizational Culture" in which both must operate to achieve Excellence.

The model provides a coherent and objective picture for your senior leaders to see what professional communications is or could be. Learn how you can use this well researched and credible model in self evaluation or in a communications audit.

**4:30 CLOSING REMARKS AND CONFERENCE CONCLUDES**



### PRACTICAL HANDS-ON WORKSHOPS

8:30 AM – 12:30 PM

## COMMUNICATING IN A MULTI-GENERATIONAL WORKPLACE

Presented by **Glenna Cross, ABC**, Master Communicator, founder and President of Cross Wise Communications Ltd., [www.cross-wise.ca](http://www.cross-wise.ca)

Understanding who is in today's multi-generational workplace and how best to work with or for them is essential for building successful working relationships.

Learn to recognize the generational differences in lifestyles, expectations, motivations, priorities, and work ethic through this highly interactive and fun workshop that will cover: why understanding the wants/needs of each generation is helpful; the characteristics of each generation; the communication needs, preferences and turn offs for each generation; the human resources demands and preferences for each generation in terms of recruitment/retention, performance feedback, mentoring and learning and development; what communicators can do to build effective multi-generational strategies; and how to use multi-generational understanding to become a more effective communication coach for internal clients.

By the end of the workshop you can expect to have laughed with your own generation, challenged your assumptions of other generations and discovered some fundamentals common to all generations. Armed with these insights, you will have developed a list of actions to improve your personal communication effectiveness and new tools to help your clients with their communication.



**Glenna Cross** is a communications consultant, with more than 25 years experience in strategic communications, facilitation, communications training/teaching, business management, marketing communications, stakeholder consultation, advertising, fund development and leadership.



A

1:00 PM – 4:30 PM

## VOLUNTEER... AND FEEL THE MAGIC: USING A CAMPAIGN TO IGNITE ENGAGEMENT

Presented by **Ginny Jones, APR**, Acuity Options, [www.acuityoptions.com](http://www.acuityoptions.com) and **Tanja Schlabit**, Director, Intervention & Business Services, Social & Community Services Department, Region of Halton, [www.halton.ca](http://www.halton.ca)

While it has been said that, "it takes a village to raise a child", Halton Region is discovering that it takes an *engaged community* to empower a strong non-profit and voluntary sector.

Using a *community relations and marketing communications campaign* as its starting point, the regional municipality located south-west of Toronto has watched its tag line come to life — *Volunteer... And Feel the Magic*. By dreaming big and capturing the imagination of volunteers with the promise of more positive experiences, the nonprofit sector is changing to deliver on expectations through the use of *training and strategic relationships* e.g. business and educational sector. Together, they created a moment of clarity and collaboration that demonstrated caring and the spirit of community. Find out how you can focus your nonprofit sector around common yet super-ordinate goals that will move multiple stakeholders toward a shared vision. Halton Region will share the *lessons learned* so you can: increase public awareness for volunteering and the importance of the voluntary sector; "think big" to ignite commitment; use deadlines to focus multiple stakeholders; create a complementary "back end" to your campaign to give it the training and tracking systems required to change behaviour and capture results; lead a group through a Positive Experience workshop; and help remove the barriers and increase dialogue within the nonprofit sector and across the other sectors of a *civil* society.



**Tanja Schlabit** is Director of Intervention & Business Services within Halton Region's Social and Community Services Department. Tanja and her staff are responsible for a range of specialized cross departmental services and community-wide initiatives tied to the corporation's strategic plan. Programs range from the delivery of crisis intervention services, service integration and coordination to non-profit leadership programming, and customer service training. Tanja received a Pinnacle Award from the Canadian Public Relations Society for her ground-breaking work on the Truth About Youth and a Peter J. Marshall award for the successful integration of a Housing Help Centre model.



**Ginny Jones** is an accredited PR practitioner and President of Acuity Options. After an 18 year adventure at Rogers Communications Inc. where Ginny held a series of management positions that saw the launch of pay TV and the creation of four corporate departments, Ginny started her award-winning relationship management firm in 1997. Ginny's been called a 'communications innovator' and 'a leading Canadian communicator,' with a focus on PR counsel, strategies and facilitation services to corporate, governmental and not-for-profit clients in Canada and the U.S. Ginny is Presiding Co-Chair of National Awards for CPRS and Mentorship Chair, CPRS Hamilton.

Presents:

4th Annual   
**MUNICIPAL**  
**COMMUNICATIONS**  
conference

**October 26 & 27, 2009**  
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475 Yonge St., Toronto, Ontario

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- Early bird registration (Before Aug. 21) \$1349 + \$67.45 (5%) GST = \$1416.45
- Regular registration (After Aug. 22) \$1499 + \$74.95 (5%) GST = \$1573.95

\* October 26 - 28

**MUNICIPAL CONFERENCE + ONE WORKSHOP ONLY\***

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- Regular registration (After Aug. 22) \$1349 + 67.45 (5%) GST = \$943.95

\* Oct. 26 & 27 & half day Oct. 28, 2009. Select **one** workshop from column at right.

**MUNICIPAL CONFERENCE - BOTH DAYS (OCT. 26 & 27)**

- Early bird registration (Before Aug. 21) \$999 + \$49.95 (5%) GST = \$1048.95
- Regular registration (After Aug. 22) \$1099 + \$54.95 (5%) GST = \$1153.95

**MUNICIPAL CONFERENCE - DAY ONE ONLY (OCT. 26)**

- Early bird registration (Before Aug. 21) \$499 + \$24.95 (5%) GST = \$523.95
- Regular registration (After Aug. 22) \$599 + \$29.95 (5%) GST = \$628.95

**MUNICIPAL CONFERENCE - DAY TWO ONLY (OCT. 27)**

- Early bird registration (Before Aug. 21) \$499 + \$24.95 (5%) GST = \$523.95
- Regular registration (After Aug. 22) \$599 + \$29.95 (5%) GST = \$628.95

**OPTIONAL  
POST-CONFERENCE  
WORKSHOPS  
(OCTOBER 28)**

**WORKSHOP A • MORNING**

**Communicating in a Multi-Generational Workplace**

- (Before Aug. 21) \$349 + \$17.45 (5%) GST = \$366.45
- (After Aug. 22) \$399 + \$19.95 (5%) GST = \$418.95

**WORKSHOP B • AFTERNOON**

**Volunteer... And Feel the Magic...**

- (Before Aug. 21) \$349 + \$17.45 (5%) GST = \$366.45
- (After Aug. 22) \$399 + \$19.95 (5%) GST = \$418.95

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