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4th Annual **ALBERTA** COMMUNICATIONS forum

February 26, 2009

**The Westin Calgary
CALGARY, ALBERTA**



Conference Chair

**Nancy H. Arab, APR, ABC, FCPRS,
Director, Communications &
Stakeholder Relations
Alberta Electric System Operator
(AESO) & President, Canadian Public
Relations Society, Calgary Chapter**

**Optional Value Added
Post-Conference Workshops
February 27, 2009**

- A: Communicating in a
Multi-Generational Workplace**
- B: Communications Auditing**

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Canadian Public
Relations Society
- Calgary Chapter -

The Canadian Public Relations Society - Calgary is a uniquely Canadian association of public relations professionals. CPRS Calgary, formed in 1958, is the local member society representing some of the brightest and most talented communications professionals in the city.

CPRS Calgary strives to support public relations professionals at every stage of their career. There's an increasingly strong student presence in CPRS Calgary, and an outstanding list of professional development events held September through June.

For experienced practitioners seeking peer acknowledgement of their capabilities, there are local professionals willing to provide assistance with the APR accreditation process. For further information, please visit **www.cprscalgary.com**.



IABC/Calgary links communicators in a global network that inspires, establishes and supports the highest professional standards of quality and innovation in organizational communication. We are one of 13 Canadian chapters of the International Association of Business Communicators (IABC), a volunteer-run organization that is a leader in providing professional development opportunities to its members and acting as a voice in the business community on communications-related topics. As a professional association of choice for marketers and communicators in and around Calgary, we are Calgary's largest communications association with a membership of over 400 professionals and students. We are committed to the highest standards of professional excellence and to connecting communicators to an international community of business resources, research and knowledge. For more information about your local IABC chapter please visit **www.iabc.bc.ca**.



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8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



Nancy H. Arab, APR, ABC, FCPRS,
Director, Communications &
Stakeholder Relations
Alberta Electric System Operator
(AESO) & President, Canadian Public
Relations Society, Calgary Chapter,
www.cprscalgary.com

9:00 EDMONTON'S SUCCEED SOONER CAMPAIGN



Marlene McNaughton,
Group Account Director,
DDB,
www.ddbcanada.com

What can increasing awareness of 15,000 people potentially mean to a city like Edmonton?

Imagine an advertising return on investment that could potentially drive \$900 million into your organization. That's what City of Edmonton economists estimate attracting 15,000 people to Edmonton would be worth. Not a random number, 15,000 is the number of students who increased their level of awareness and their potential interest in living and establishing their career in Edmonton following a one-month marketing and awareness campaign.

Edmonton's research-driven campaign was developed in response to data that showed low awareness combined with misinformation and confusion about what Edmonton has to offer placed Edmonton lower on potential city choices for young people living in Ontario.

The City of Edmonton teamed up with Edmonton Economic Development Corporation (EEDC), and local stakeholders and businesses to change the situation. They retained DDB in the fall of 2007, to put together a marketing and awareness campaign to shift perceptions of what Edmonton has to offer.

Learn how to develop a research-driven strategy that gets results. We'll discuss insight development, advertising strategy, precise audience targeting, creative development, and how we used evaluation to get the most out of this advertising opportunity.

10:00 NETWORKING REFRESHMENT BREAK

10:15 DOING RESEARCH INEXPENSIVELY TO SUPPORT STRATEGIC PLANS



Elaine Dixson, APR, ABC,
President,
Key Concepts Ltd.,
www.keyconcepts.ca

If you want to support your strategic plans with good solid research, but are put off by the cost, come to this interactive presentation and learn about some valuable and innovative approaches to stakeholder research that don't cost the earth — all of which you can do yourself! Hear about contact and content captures, snowball and cluster calling, and how to use web survey tools effectively. Learn how to construct your research questions to maximize the quality of the results you get! Bring your questions about specific issues you've encountered in doing research — and get answers on the spot!

11:15 USING THE EXCELLENCE MODEL TO EVALUATE YOUR COMMUNICATIONS FUNCTION



Glenna Cross, ABC, MC,
Founder and President,
Cross Wise Communications Ltd.,
www.cross-wise.ca

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.

12:15PM NETWORKING LUNCHEON

1:30 **EFFECTIVE COMMUNICATION USING SOCIAL MEDIA**



Daryl Pamplin,
Online and Social Media Producer,
Run Amuk Media,
www.amuk.ca

Wait... What, there's new media? I just got used to the old media! Blogs, MySpace, Facebook, Instant Messaging and Twitter have already overtaken email as communications tools. This presentation provides an overview of Social Media, suggests ways to use these tools to reach your audience, and shows you how to avoid "newbie" mistakes. Learn how to get started, how to hold your own with a Social Media "expert" and how to make Social Media an effective part of your communications strategy. In this session, you will learn:

- what social media is
- how it is used to communicate
- what you need to know to start using it
- the social media cheat sheet
- how it can be used for public relations and communication (and how NOT to use it)
- determine what you want from social media

2:30 **STANTEC ACQUISITION FRAMEWORK/PROCESS**



Sandra Thornton, BGS, APR,
Director, Corporate Communications,
Stantec,
www.stantec.com

Stantec's business strategy over the past ten years has included a large percentage of growth through acquisition. Each acquisition brings exciting new opportunities, but also poses new challenges. Stantec's Corporate Communications team, led by Sandra Thornton, help integrate these companies into Stantec's culture through effective communications. Based on experience (Sandra has been involved in 44 acquisitions since joining Stantec in 2001) she and her team have developed and use a detailed acquisition communications process. Every acquisition is unique, but the process can be adapted to fit the situation.

Whether you have acquisitions in your future or not, you can learn a lot about internal communications and communicating a culture change from this presentation — plus how the Stantec communications team evaluates the success of an acquisition communications program.

3:30 **NETWORKING REFRESHMENT BREAK**

3:35 **DIRECT ENERGY'S VOLUNTEER CITIZEN OF THE YEAR AWARD PROGRAM**

Lisa Frizzell,
Director of Public Relations,
Direct Energy,
www.directenergy.com

Developing a successful, strategic community investment program that simultaneously engages residents, media and employees on a shoestring budget is no small feat. Direct Energy's Volunteer Citizen of the Year Award program has evolved into an annual campaign that does exactly that. The program demonstrates how a large company with operations across North America can make a meaningful difference in the local communities it serves.

Operated in partnership with the Alberta Weekly Newspaper Association (AWNA), the program reaches out to residents through local newspapers to shine a spotlight on volunteers across the province who are committed to making their community better. Those among them who have the most remarkable impact on their communities receive donations for the causes they support and recognition in their local weekly newspaper.

Find out how and why this strategic community investment program was developed, lessons learned along the way, and new challenges emerging as the initiative enters its fifth year.

5:00 **CONFERENCE CONCLUDES**



PRACTICAL HANDS-ON WORKSHOPS

A

9:00 AM – 12:30 PM

COMMUNICATING IN A MULTI-GENERATIONAL WORKPLACE

Presented by **Glenna Cross, ABC, Master Communicator**, is founder and President of **Cross Wise Communications Ltd.**, 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.
- 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.



B

1:30 PM – 5:00 PM

COMMUNICATIONS AUDITING

Presented by **Elaine Dixon, Key Concepts Ltd.**, www.keyconcepts.ca

Few things are as clarifying in communications work as a good communications audit! Spend this half-day workshop exploring audits as a communications management tool. The session will cover the strategic purpose and different types of audits, including departmental audits, internal communication audits, social audits, and public relations audits. The workshop will also introduce you to the various auditing tools and techniques, and you'll learn about the practical uses of audit results, including how audits can be used to establish benchmarks and baselines, surface capability and capacity gaps, and refresh long-running programs or vehicles.



Elaine Dixon, APR, ABC, is president of Key Concepts Ltd., a consultancy specializing in strategic communication planning, stakeholder research, communication auditing and evaluation, and facilitation and training. Elaine has over 25 years' experience in communications practice in both public and private sector organizations, and taught public relations and communications at the post-secondary level for over 15 years.

Presents:

4th Annual
ALBERTA COMMUNICATIONS FORUM
February 26 & 27, 2009
THE WESTIN CALGARY
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Early bird registration (Before January 9) \$999 + \$49.95 (5%) GST = \$1048.95

Regular registration (After January 9) \$1099 + \$54.95 (5%) GST = \$1153.95

* February 26 & 27, 2009.

ALBERTA COMMUNICATIONS FORUM + 1 WORKSHOP ONLY*

Early bird registration (Before January 9) \$799 + \$39.95 (5%) GST = \$838.95

Regular registration (After January 9) \$899 + \$44.95 (5%) GST = \$943.95

* Feb. 26 & half day Feb. 27, 2009. Select **one** workshop from column at far right.

ALBERTA COMMUNICATIONS FORUM ONLY (FEBRUARY 26 ONLY)

Early bird registration (Before January 9) \$549 + \$27.45 (5%) GST = \$576.45

Regular registration (After January 9) \$649 + \$32.45 (5%) GST = \$681.45

ONE WORKSHOP ONLY (FEBRUARY 27 ONLY)*

Early bird registration (Before January 9) \$349 + \$17.45 (5%) GST = \$366.45

Regular registration (After January 9) \$399 + \$19.95 (5%) GST = \$418.95

* Half day Feb. 27, 2009. Select **ONE** workshop from column at far right.

**OPTIONAL
POST-CONFERENCE
WORKSHOPS
(FEBRUARY 27)**

WORKSHOP A • MORNING
**Communicating in a Multi-
Generational Workplace**

(Before Jan. 9) \$349 + \$17.45 (5%)
GST = \$366.45

(After Jan. 9) \$399 +
\$19.95 (5%) GST = \$418.95

WORKSHOP B • AFTERNOON
Communications Auditing

(Before Jan. 9) \$349 + \$17.45 (5%)
GST = \$366.45

(After Jan. 9) \$399 +
\$19.95 (5%) GST = \$418.95

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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 \$10 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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