marketing & communications for post-secondary conference

May 1-3/2017
Toronto, Ontario

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about us

For over a decade, SummersDirect Conference & Events and Swansea Communications have been bringing together communications professionals from across Canada for quality conference programming. This partnership is the only in Canada that has provided both national and regional conferences for communications professionals.

Our goal is to offer a conference experience that will educate and inspire professional communicators from various industries through an environment of professional networking to benefit both delegates and speakers alike. You will walk away with tools and techniques you can take away and use, case studies you can relate to and most of all VALUE.

Together we want to build a long-lasting relationship with you!

We are excited to have you join us and hope you return year after year. Please call 1.780.747.2958 or email us at info@summersdirect.com. You can also find out more about us at www.summersdirect.com.

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Academica Group is Canada’s largest marketing research and consulting agency devoted entirely to the postsecondary sector. Through its expert staff and cross-country network of consultants, Academica works to support and inspire higher ed institutions through research & consulting, digital content, and career advertising. Every year, Academica works with over 100 higher ed institutions. The Academica Top Ten news digest and digital content platform currently reaches over 26K higher ed professionals daily.
The University of Waterloo was designed to be different. A strategic integration of teaching and academic excellence, co-operative and experiential education, entrepreneurial spirit and curiosity, and impact driven research has created a university like no other. So how does such an innovative university use its brand strategy to connect emotionally and intellectually with its audiences to tell its story to the world?

Attendees will:

• Hear how the University consulted to create an authentic approach to our communications and brand campaign
• Learn some key insights when building storytelling video– including practical tips on what to include and what to avoid
• See how Waterloo’s shift to more digital engagement increased the effectiveness of our integrated brand communications

If all the world is content, then how do we turn traditional communicators into players? How do you identify content talent? How do you work with your current team, your existing resources and apply the transformation needed to make content work for your business? How do you break down silos, inspire and find new ways to work and collaborate? In this talk, we’ll focus entirely on practical ways communicators can respond to the changing landscape to become content superstars and how content leaders can apply real tactics to help bring their teams along for the ride.
What do you do when you’re tired of being known as the best kept secret around? You dig high and low to find the one thing that really sets your organization apart and you make a commitment to sharing your passion. Sheridan College, in the suburban Town of Oakville, Ontario is where the hit, new, Broadway-bound musical Come From Away has its roots. In this talk, we’ll discuss how we carefully capitalized on our connection to the show to insert Sheridan’s name into the national conversation about Come From Away and elevate our reputation for excellence in musical theatre development. In this session Sheridan College will:

- Share the key drivers of reputation and establish that leading brands are building connections with their audiences based on shared values
- Discuss how communicating one’s passion and purpose affects people’s ability to believe in and support your cause
- Explain the importance of trust, relationship building, and respecting your boundaries to galvanize the will and support of key players who need to be involved
- Highlight the steps we took to work within existing constraints (time and money), and plan an integrated campaign (paid, earned, social, owned media and events) to help achieve our goals
- Point to the outcomes we achieved as proof of our success
- Provide a model that can be replicated by other institutions looking to launch a reputation raising campaign of their own

FROM BEST KEPT SECRET TO CANADA’S CELEBRATED HOTBED FOR MUSICAL THEATRE DEVELOPMENT: Communicating a Reputation for Excellence by Promoting our Connection to a Hit New Show

Jane Cockton
Director
Brand Strategy
Sheridan College

Jennifer Deighton, Med
Director of Alumni and Annual Giving
Sheridan College

Christine Szustaczek, MCM, APR
Director of Corporate Communications and External Relations, Sheridan College

12:00 - 1:00 p.m.

NETWORKING LUNCHEON
Sexual assault is a community issue that too often surfaces on university campuses. You only have to read media reports on any given day to know this to be true. Sexual assault is a big issue that puts post-secondary institutions at risk individually and collectively. Most want to deal with it proactively and collaboratively. The #IBelieveYou campaign gives them the perfect platform to do so.

In 2015, the Association of Sexual Assault Services engaged 23 of Alberta’s 26 post-secondary institutions to participate in a campaign about responding to someone who’s been sexually assaulted. The presentation will provide an overview of the strategy of student engagement behind Alberta’s hugely successful province-wide #IBelieveYou campaign including:

- Why and how we engaged students
- The value of listening first—understanding the audience and their connection to the issue
- Building slowly – how to create a groundswell of support
- The tricks and tools of engagement—modeling, content sharing, on-the-ground collateral, digital
- The results we achieved
- What we’re planning for this year
- How other post-secondary institutions can access the campaign content
- The power of measuring and reporting outcomes
3:00 - 3:15 p.m.

NETWORKING REFRESHMENT BREAK

3:15 - 4:15 p.m.

GAMIFICATION: THE NEW TOOL FOR RECRUITMENT

Today’s teen is adept at mentally blocking at your ads and is not actively browsing through your best asset, your website. How do you prospect and build awareness of your programs in high schools in a meaningful and measurable way? ChatterHigh Founder Lee Taal demonstrates an awareness-building gamified communication channel used in career education classes as an activity.

Learn how it works and hear from post-secondary institutions about their success. This edu-game is used free in high schools and is the platform for “Canada’s Most Informed School” and “Most Informed Student” competitions to promote active exploration of post-secondary and career options. Called by one BC institute in 2014 the “most effective portal for directly engaging with the BC high school community, bar none,” has grown across Canada, in both languages, and in a growing number of States.

Lee Taal
Founder, ChatterHigh

4:15 p.m.

CONFERENCE CONCLUDES FOR THE DAY
8:00 - 9:00 a.m.
REGISTRATION AND CONTINENTAL BREAKFAST

9:00 - 10:00 a.m.
EVERYTHING ON THE INTERNET IS FREE, RIGHT?
Ever wonder if that meme you’re sharing could get you in legal trouble? Worry that your social media intern is sharing copyrighted images or videos? If you’ve answered yes to either of these questions, this session is for you. We’ll give you a crash course on the top things you need to know/understand about digital copyright.

Topics covered will include:
- Top 10 – Golden nuggets of digital copyright wisdom
- Social Media- Misconceptions about creating cartoons, memes, videos etc.
- Case Studies – Top copyright mistakes content managers make & how to avoid them
- Creative Commons- Pros and cons of using CC licensed content photos
- Content that is free to use- Stock images – Where to get them / understanding the implications
- Digital content- What apps help you create gorgeous content without worrying about copyright

Heather Martin
Copyright Officer,
University of Guelph

10:00 - 10:15 p.m.
NETWORKING REFRESHMENT BREAK

10:15 - 11:15 a.m.
BEST PRACTICE EXCHANGE
Delegates will break into small groups and share their own experiences in what works and what doesn’t work in communications. Delegates will walk away with numerous case studies and a best practice list.

11:15 - 12:15 p.m.
“STAYING GROUNDED”: THE NEED FOR SOLID RESEARCH IN PSE MARKETING
Almost everyone working in a marketing and communications environment has heard that classic line: “Listen, I know what people like.” This claim is typically followed by a few scattered anecdotes that could draw on everything from old newspaper articles to something a colleague’s niece said at Christmas dinner last year. But can these stories really be used to support a major marketing project that your institution’s enrollment is depending upon? Time is of the essence, and if you have nothing more than anecdotes of your own to combat these claims, you might provoke a drawn-out discussion that takes up too much of your team’s valuable time for too small a reward.

Let’s face it, higher ed professionals may work on campus, but they often don’t have ready access to the perceptions and opinions of prospective students. That’s why creative materials and new MarComm strategies need to be supported by real evidence from real students.

This presentation will highlight best practices in PSE marketing research by exploring real-world institutions that overcame marketing challenges by asking the right questions and compiling timely and accurate research on student perceptions. The presentation will then make recommendations on how PSE MarComm departments can overcome obstacles, build consensus, and determine the right strategy for their institution without missing their deadlines.

Dr. Philip Glennie
Communications & Partnerships Manager,
Academica Group
12:15 - 1:15 p.m.

NETWORKING LUNCHEON

1:15 - 2:15 p.m.

ALL CARROT - NO STICK APPROACH TO RYERSON’S BRAND ROLL-OUT

University Relations at Ryerson University led a university-wide effort to guide stakeholders through a three-year, five-phase initiative to develop and roll out a new brand platform. It was imperative to engage the Ryerson community at each step, but how could a traditionally decentralized environment accept and adopt a new brand when there is no inherent obligation (no stick)? How did this impact the increasingly important digital channels?

Topics covered include:
- why was this important to do?
- what was the process to develop the brand?
- establishing engagement and governance strategies for students, faculty, staff
- role of executive leadership
- role of client service within the central function
- examples of success
- measuring results

Michael Lund
Manager Digital Experience, Ryerson University

Catherine Parry
Director Marketing & Creative Services, Ryerson University

2:15 - 3:15 p.m.

BUILDING TRUST

UBC is BC’s largest and oldest university. It is a globally top-ranked research university with more than 60,000 students, 15,000 faculty and staff, and a $12.5-billion economic impact. The university is rarely out of the headlines – generating close to 100,000 news stories a year on everything from life-changing medical research to challenging student issues such as sexual assault.

Hear how the university is working to build trust with audiences both on campus and off in a highly scrutinized environment.

Susan Danard
Managing Director, Public Affairs, UBC

3:15 - 3:30 p.m.

NETWORKING REFRESHMENT BREAK
LET ME TAKE A #SELFIE: SENECA'S INSTAGRAM STORY

In the blink of a Snapchat, communicating visually has turned from a method into an art form. As a postsecondary institution it’s increasingly difficult to decide which platforms to invest in and which ones to leave behind.

The questions about Instagram are endless... Are students on Instagram? How are they using it? How can we use it authentically as an institution, while still meeting our business goals? Do students use it to make decisions about which school to attend?

Join Kayla Lewis as she shares some of Seneca's Instagram wins and challenges from the past year.

Whether you’re new to Instagram or already on board, you’ll leave this session feeling inspired to communicate with your audience visually and have a toolbox of best practices to use instantly.

Kayla Lewis
Manager, Social Media and Media Relations,
Seneca College

4:30 p.m.

CHAIR’S CLOSING REMARKS AND CONFERENCE CONCLUDES
OPTIONAL POST-CONFERENCE WORKSHOPS:

8:30 a.m. - 12:00 p.m.

WORKSHOP A: BUILDING CONTENT UNICORNS: HOW TO TRANSFORM TRADITIONAL COMMUNICATION ROLES INTO CONTENT MARKETING HYBRIDS

Everyone talks about content marketing and social media – but how do you respond to the need with the resources you have? If all the world is content, then how do we turn traditional communicators into players? How do you identify content talent? How do you work with your current team, your existing resources and apply the transformation needed to make content work for your business? How do you break down silos, inspire and find new ways to work and collaborate?

In this workshop, we’ll focus entirely on practical ways communicators can respond to the changing landscape to become content superstars and how content leaders can apply real tactics to help bring their teams along for the ride.

Attendees of the talk will walk away with:

1. Templates for clearly communicating content roles and responsibilities within their larger team or client networks.
2. Tactics for leading effective content planning sessions.
3. Tactics for changing the way traditional communicators and marketers think about preparing and sharing information.
4. Testimonials from real communicators who’ve learned to become content superstars on what worked and why.
5. A workbook that outlines how they can start their own content strategy within their organizations.

Stephanie McGrath has experience building and managing content believers across large, national networks. Her online odyssey began in 1999 after graduating from the University of King’s College with a Bachelor of Journalism, Honours. That’s when she was tasked with interviewing pop stars and evaluating Britney Spears concerts for Canoe.ca in Toronto. The job opened doors to the dynamic world of digital content and led her to television newsrooms (CityTV), global editorial teams at AOL and MSN and into a life and career creating digital content and strategizing new ways to organize and measure its success at T4G Kick and now, NATIONAL Public Relations. Her post-secondary experience includes content strategy and content marketing engagements with Dalhousie University and the University of King’s College in Halifax.

Ellie Bramah combines a wordsmith’s eye for detail with the boundless inquisitiveness required to harness content. Whether she’s acting as a copywriter working with a team to hatch a creative concept or she’s populating an online editorial calendar in a client session, she believes in seeing something through from start to finish – from the first random notes on a piece of paper to a fully-fledged content hub on the web. Ellie’s post-secondary experience focuses on student recruitment and retention. She developed Dalhousie University’s most recent recruitment campaign “Citizen of Dalhousie” and has also worked on digital and content strategy with their marketing team.
WORKSHOP B: GAMIFIED COMMUNICATION CHANNEL: CREATE MEASURABLE, HIGH QUALITY AWARENESS OF YOUR INSTITUTION IN CAREER CLASSES IN CANADA

The direct engagement methods available for you to reach and engage with students in high schools are pre-internet, expensive and hard to measure.

Your best asset is your website. How do you get students to visit specific pages with the intent of finding specific information? How can you target this information to specific school districts? How do you measure if students are successfully engaging with your information? How do you know if they are interested?

In this workshop, we'll demonstrate a current communication channel into career education classes across Canada. We will explain how the national competitions “Canada’s Most Informed School” and “Most Informed Student” give you an opportunity to build deep awareness with future students. We will show you how this activity can not only build awareness, but lead to reducing first year attrition.

Attendees of the talk will walk away with:

1. An account for including information into high school career courses (e.g. GLC2O in Ontario) in Canada and in the U.S.
2. Knowledge of granular engagement reports not available through other means
3. Understanding of how to participate in national post-secondary exploration competitions
4. Testimonials from post-secondary institutions already using the gamified channel
5. Understanding of how to reach different segments of the population with specific information (e.g. International students, teachers, parents, high school students, French-speaking students)

Lee Taal has held a wide variety of leadership and management roles with the RCN, GE, and 13+ years, in advertising, marketing and communications. He is the Founder and CEO of EdTech ChatterHigh. He is a Ted Talk alumni and his passion is getting students to explore post-secondary and career paths. Lee worked in the Arctic, has a medal from the UN and NATO. His mission now is getting every student to actively research and talk about their future. Lee sits on the BC Technology Workforce Development Subcommittees for Diversity & Outreach and Job Readiness.
REGISTER NOW!

**BEST VALUE!** Marketing & Communications for Post-secondary Conference + TWO WORKSHOPS (MAY 1, 2 & 3, 2017)
- Early bird registration (on or before March 24) $1349 + $175.37 (13%) HST = $1524.37
- Regular registration (after March 24) $1599 + 207.87 (13%) HST = $1806.87

Marketing & Communications for Post-secondary Conference + ONE WORKSHOP (May 1, 2 & half day on the 3, 2017)
*Must select one:
- Workshop A
- Workshop B
- Early bird registration (on or before March 24) $1299 + $168.87 (13%) HST = $1467.87
- Regular registration (after March 24) 181.87 (13%) HST = $1580.87

Marketing & Communications for Post-secondary Conference - BOTH DAYS (May 1 & 2, 2017)
- Early bird registration (on or before March 24) $999 + $129.87 (13%) HST = $1128.87
- Regular registration (after March 24) $1099 + $142.87 (13%) HST = $1241.87

Marketing & Communications for Post-secondary Conference - DAY ONE ONLY (May 1, 2017)
- Early bird registration (on or before March 24) $499 + $64.87 (13%) HST = $563.87
- Regular registration (after March 24) $599 + $77.87 (13%) HST = $676.87

Marketing & Communications for Post-secondary Conference - DAY TWO ONLY (May 2, 2017)
- Early bird registration (on or before March 24) $499 + $64.87 (13%) HST = $563.87
- Regular registration (after March 24) $599 + $77.87 (13%) HST = $676.87

OPTIONAL POST-CONFERENCE WORKSHOP (May 3, 2017)
- WORKSHOP A: BUILDING CONTENT UNICORNS: HOW TO TRANSFORM TRADITIONAL COMMUNICATION ROLES INTO CONTENT MARKETING HYBRIDS
  - Early bird registration (on or before March 24) $349 + $45.37 (13%) HST = $394.37
  - Regular registration (after March 24) $399 + $51.87 (13%) HST = $450.87
- WORKSHOP B: GAMIFIED COMMUNICATION CHANNEL: CREATE MEASURABLE, HIGH QUALITY AWARENESS OF YOUR INSTITUTION IN CAREER CLASSES IN CANADA
  - Early bird registration (on or before March 24) $349 + $45.37 (13%) HST = $394.37
  - Regular registration (after March 24) $399 + $51.87 (13%) HST = $450.87

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VENUE & RESERVATIONS
Courtyard Marriott Downtown
475 Yonge Street, Toronto, ON.
Conference rate of: standard $199. For reservations please call 1 800.847.5075. Please identify yourself as being with the SummersDirect Inc. group when making or amending the reservation. Prices are guaranteed until Thursday, March 23, 2017.

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 $26 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.

SPONSORSHIP OPPORTUNITIES
If you are interested in sponsorship opportunities for this event please call Renee at 780.747.2958