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5th Annual   
**MUNICIPAL**  
COMMUNICATIONS  
**conference**

November 15 & 16, 2010

Courtyard Marriott  
Downtown

TORONTO, ONTARIO

Optional Value Added  
Post-Conference Workshops  
November 17, 2010

**A:** Table-Top Crisis Exercise

**B:** Social Media Applications  
for Government

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# Day One • Monday, November 15, 2010

8:00 - 8:30AM **REGISTRATION AND CONTINENTAL BREAKFAST**

8:30 - 8:45 **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 - 9:45 **USING RESEARCH TO SET PRIORITIES:  
A BUSINESS CASE FOR KNOWING**



**Carleen Carroll, APR,  
Director of Strategic  
Communications,  
Halton Region,**  
[www.halton.ca](http://www.halton.ca)

AWARD  
WINNER!

How well do you know what matters most to your residents? Are they consulted before you set goals? Are they satisfied with your municipality's management performance?

Listen to and share stories that make the business case for committing to public opinion research to help set your municipality's priorities. Learn how your municipality can apply public opinion research to provide solid public policy, relevant services and trustworthy practices.

Attendees will leave this session with the knowledge that:

- proactive research identifies stakeholder "intelligence" on changing priorities
- the municipality can anticipate, budget and respond with the policies and services that are most needed
- public trust is preserved since you have listened/responded to their needs and desires

9:45 - 10:45 **LESSONS FOR CIVIC ENGAGEMENT —  
NOT THE AVERAGE PUBLIC MEETING**

**Carol Moore, APR,  
Manager, Communications Services,  
Town of Richmond Hill,**  
[www.richmondhill.ca](http://www.richmondhill.ca)

AWARD  
WINNER!

Are there any more popular words in municipal government these days than "Civic Engagement"? In undertaking the work to create a new Strategic Plan for the municipality, Town of Richmond Hill staff knew not everyone could nor wanted to attend a typical public information meeting. But that didn't mean that they didn't want to be heard so staff had to find new and

interesting ways to get the community involved. Based on input from long-time residents, newcomers, small business owners, head office executives, land developers among others, the final product, entitled *A Plan for People, a Plan for Change*, includes the vision and goals for the Town for the next five years. The new Strategic Plan is now well on its way to being implemented and the lessons learned to successfully engage the community continue to resonate as well as be acted upon for many new projects in the municipality. As a 2010 IABC OVATION Award of Merit recipient, the Town of Richmond Hill was recognized for the project and its success.

Carol will speak about the different ways the community was encouraged to participate in the project and how staff needed to rethink public meetings, making them interesting, convenient and more enticing.

10:45 - 11:00 **NETWORKING REFRESHMENT BREAK**

11:00 - 12:00PM **WHEN ISSUES ARISE**



**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)

When issues arise, your colleagues sometimes turn to you for help that was needed weeks and months before. This session will provide practical tips that will help you and your colleagues navigate through and calm troubled waters. Get to the root of issues faster, understand what's driving news coverage, and deliver credible strategies under pressure.

12:00 - 1:00 **NETWORKING LUNCHEON**

## 1:15 - 2:15 **SOCIAL MEDIA: TO HAVE OR HAVE NOT?**



**Mary Pat Barry,**  
Branch Manager Corporate  
Communications,  
City of Edmonton,  
[www.edmonton.ca](http://www.edmonton.ca)

CASE  
STUDY!

A few years back there was comfort in the feel and weight of a newsletter. "I have a newsletter, therefore, I am!" was the mantra of many a communicator.

Is that same sense of "must have" or "I'm not worth my salt" happening with social media? If you a communicator compelled to feeling a little less adequate without a facebook page, blog, twitter account and some sort of social media program in your suite of offerings, this discussion is for you. With social media many are exploring, but few seem able to really apply the new tools well. When should you utilize social media? Why? And, if you do use it, what results might you expect?

Mary Pat shares a case study of [www.edmontonstories.ca](http://www.edmontonstories.ca) — a groundbreaking initiative spearheaded by the City of Edmonton that gathered the stories of Edmontonians and used them to promote the attributes of the city to those living elsewhere. The presentation highlights the use of primary research data in the strategic planning stage of the initiative, and showed how the City of Edmonton applied its research to the development of a robust, social media-based communications campaign that is getting results.

## 2:15 - 3:15 **OPENNESS AND TRANSPARENCY IN GOVERNMENTS: FROM SOCIAL MEDIA TO OPEN DATA**



**David Billson,**  
President,  
rtraction,  
[rtraction.com](http://rtraction.com)



**Titus Ferguson,**  
Social Media Strategist,  
rtraction,  
[rtraction.com](http://rtraction.com)

THINKING  
OUTSIDE  
THE BOX!

Over the past 3 years a revolution in communication has been taking place; and it's not limited to businesses and brands. The same principles of openness that are now requested of our favorite companies are now being applied to governments of all levels. The institutions that adopt these principles are discovering new ways to connect with citizens, to encourage further engagements and improving existing programs and services.

In this session, explore how governments can leverage social media tools and sites to connect with their stakeholders. Learn the importance of creating an ongoing dialogue with your citizens. Finally we'll introduce the concept of Government 2.0 and how adopting the new social aspects of the internet are transforming all levels of governments around the world.

## 3:15 - 3:30 **REFRESHMENT BREAK**

## 3:30 - 4:30 **INTERACTIVE DISCUSSION GROUPS — SOCIAL MEDIA**

INTERACTIVE

Delegates will break into small groups and discuss social media strategies focusing on the day's presentations and their own individual experiences. Notes will be taken and e-mailed to delegates afterward.

## 4:30 **CONFERENCE CONCLUDES FOR THE DAY**



8:00 - 9:00 AM **REGISTRATION AND CONTINENTAL BREAKFAST**

9:00 - 10:00 **BRANDING/REBRANDING USING COMMUNITY ENGAGEMENT**



**Linda Fegan, Director,  
Corporate Communications  
and Marketing,  
City of Cambridge,  
[www.cambridge.ca](http://www.cambridge.ca)**



**Saj Jamal,  
Senior Creative Director,  
eSolutionsGroup,  
[www.esolutionsgroup.ca](http://www.esolutionsgroup.ca)**

**MUST SEE!**

Branding a city for economic development and prosperity is a big job. Revisiting the effectiveness of the current brand and determining if it captures the essence of the community is fundamental for all municipalities. The City of Cambridge and partners at eSolutions will share the experience of tackling the Cambridge brand: the steps to increase community involvement and employee engagement to build the right brand, raise awareness, actively communicate the correct position to remove misconceptions, and bridge existing gaps; how utilizing social media platforms including Twitter and online surveys were a necessary component of the process; the importance of disseminating key messages to the community and employees including off-site workers; the need to develop templates for brand messages including web 2.0 technologies and social media; and, necessary components to build and sustain the city's brand going forward.

10:00 - 10:15 **NETWORKING REFRESHMENT BREAK**

10:15 - 11:15 **BEST PRACTICE EXCHANGE**

**DELEGATE  
FAVOURITE**

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. Notes will be taken and e-mailed to delegates afterwards.

11:15 - 12:00 PM **"PHYSICIAN RECRUITMENT: THE BEST OF BOTH WORLDS" — AN AWARD WINNING MARKETING COMMUNICATIONS CAMPAIGN**



**Angela Sugden-Praysner,  
Physician Recruitment Coordinator,  
Halton Region,  
[www.halton.ca](http://www.halton.ca)**

**AWARD  
WINNER!**

Physician recruitment and retention is an issue for most municipalities across Ontario and in fact across the country. While there is a shortage of some specialists, there is also an increasing demand for family doctors. The growing and ageing population and an anticipated

increase in the number of physicians retiring over the next five to 10 years will only compound the current undersupply.

Halton Region was one of the first municipalities in Ontario to start a full-time local physician recruitment program to address the physician shortage in the community. Come hear about the award-winning marketing communications program which is based on relationship building and strategic messaging. The program markets Halton Region to physicians as the ideal location to establish a practice, raise a family and enjoy a high quality of life. Since 2003, the program has helped bring over 90 new family doctors to Halton. This program has received awards from CPRS for excellence in marketing communications.

12:00 - 1:00 **NETWORKING LUNCHEON**

1:00 - 2:00 **LESSONS LEARNED – 9/11, HURRICANE KATRINA**



**Barry MacDonald,  
President,  
BARIC Continuity Services, Inc.,  
[www.bariccontinuity.com](http://www.bariccontinuity.com)**

**DELEGATE  
FAVOURITE**

Have you ever been involved in an actual real-life crisis situation? How did it affect your job and company? How about your fellow employees? How did it affect your family and lifestyle? Did everything go as planned?

Barry MacDonald has been working in the crisis management industry for over 25 years and has been involved in over 150 recoveries. Barry will discuss "lessons learned" from his actual participation in the September 11, 2001 and Hurricane Katrina disasters. Several situations and anecdotes will be discussed with the attendees that will touch both the business and personal sides of a disaster. ***Failing to Plan, is Planning to Fail!***



2:00 - 3:00 **USING SOCIAL MEDIA FOR CRISIS COMMUNICATIONS**



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

HOT  
TOPIC

Providing timely, accurate and responsive information in a crisis is critical, and the new social media tools provide a new set of options to reach your audiences. Find out how these new tools can be used as part of emergency preparedness and incorporated into your overall crisis communications plan to support your other communication tactics.

3:00 - 3:15 **NETWORKING REFRESHMENT BREAK**

3:15 - 4:30 **ACCESSIBLE COMMUNICATIONS: COUNTY OF WELLINGTON AIMS TO BECOME BARRIER FREE**



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

DELEGATE  
FAVOURITE

With government legislation constantly changing, and disability awareness and sensitivity increasing, municipalities are looking for resources to create accessible communications pieces for all residents.

The County of Wellington aims to become barrier free. This presentation will focus on simple strategies Wellington is implementing to effectively communicate information to residents with disabilities. Most of the recommendations are low or no-cost approaches and are easy to implement, including: formatting and font tips, accessible colour schemes and how to create accessible print and web-based information pieces.

4:30 **CHAIR'S CLOSING REMARKS AND CONCLUSION OF CONFERENCE**



## Post Conference Workshops – Wednesday, November 17, 2010

### PRACTICAL HANDS-ON WORKSHOPS

9:00 AM – 12:00 PM

#### **A** TABLE-TOP CRISIS EXERCISE

Presented by **Barry MacDonald, President, BARIC Continuity Services, Inc.**, [www.bariccontinuity.com](http://www.bariccontinuity.com) (specialists in business continuity, disaster recovery, emergency planning, and environmental health and safety)

**It's 9:35 AM, February 23rd and you are sitting in a meeting. All of a sudden, the fire alarm goes off and everyone around the table looks at one and other. Someone speaks up and says "I guess we're supposed to leave the building..... aren't we?"**

If you've ever wondered what actually happens in a disaster situation, you won't want to miss this Workshop. Over the next 3 hours, BARIC Continuity Services will conduct a Table-top Crisis Exercise.

During the exercise, participants will be involved in a day-by-day, escalating crisis scenario. The exercise will cover several days. Attendees will be broken out into various work-groups (HR, Facilities, Sales, IT, Customer Service, etc.) and assigned tasks based upon the scenario.

Participants are encouraged to be actively involved. Together in your work-group you will discuss what actions steps should be taken based upon the scenario or situation. These action steps will be presented and discussed amongst the entire group.

At the end of the exercise, participants will have had the opportunity to walk-through a sample disaster situation and will be able to take-away some ideas and recommendations for their own company's Business Continuity Plan.



**Barry MacDonald** has over 25 years of business continuity, disaster recovery, crisis and emergency response experience (including 9/11 and Hurricane Katrina). He has held a variety of senior and executive positions and has worked for all the major recovery service providers. Barry has conducted engagements for Fortune 500 companies across all industries. He has also worked with several municipal, state/provincial, and federal agencies across Canada and the United States and has provided on-site support to over 150 customer/client disasters.

**B**

1:00 PM – 4:00 PM

#### SOCIAL MEDIA APPLICATIONS FOR GOVERNMENT

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

This session will start with a presentation designed to provide the basics on social media, the most common tools and considerations for each application. This will be followed by a structured workshop to assist the participants with assessing the opportunities and potential risks associated with social media as it relates to the various service areas within the organization. This workshop will:

- Provide an overview of social media tools
- Provide strategic communication context and considerations
- Outline challenges, including those specific to government
- Provide examples of opportunities and applications already in use
- Use structured exercises that will include a strategic review of business need, audience, types of information and the frequency of information updates
- Perform a risk/benefit assessment to provide context for when and how each tool would be used for maximum benefit



**Therese Mickelson** is an internationally Accredited Business Communicator who has managed a wide range of public relations issues and initiatives in both the public and private sectors over the course of 20 years. As the former Manager of Corporate Communications for the City of Coquitlam, she has an extensive understanding of the issues, opportunities and challenges facing local government, and she has also provided her communications expertise at a provincial level and in the private sector. She has been recognized with multiple professional awards, counseled both political and non-political staff and served as the City of Coquitlam's media strategist and spokesperson.

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**November 15 & 16, 2010**  
COURTYARD MARRIOTT DOWNTOWN  
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Early bird registration (Before Sept. 24) \$1349 + \$67.45 (5%) GST = \$1416.45

Regular registration (After Sept. 24) \$1499 + \$74.95 (5%) GST = \$1573.95

\* November 15 -17

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

Early bird registration (Before Sept. 24) \$1199 + \$59.95 (5%) GST = \$1258.95

Regular registration (After Sept. 24) \$1349 + 67.45 (5%) GST = \$943.95

\* Nov. 15 & 16 & half day Nov. 17, 2010. Select **one** workshop from column at right.

**MUNICIPAL CONFERENCE - BOTH DAYS (NOV. 15 & 16)**

Early bird registration (Before Sept. 24) \$999 + \$49.95 (5%) GST = \$1048.95

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**MUNICIPAL CONFERENCE - DAY ONE ONLY (NOV. 15)**

Early bird registration (Before Sept. 24) \$499 + \$24.95 (5%) GST = \$523.95

Regular registration (After Sept. 24) \$599 + \$29.95 (5%) GST = \$628.95

**MUNICIPAL CONFERENCE - DAY TWO ONLY (NOV. 16)**

Early bird registration (Before Sept. 24) \$499 + \$24.95 (5%) GST = \$523.95

Regular registration (After Sept. 24) \$599 + \$29.95 (5%) GST = \$628.95

**OPTIONAL  
POST-CONFERENCE  
WORKSHOPS  
(NOVEMBER 17)**

**WORKSHOP A • MORNING**

**Table-Top Crisis Exercise**

(Before Sept. 24) \$349 + \$17.45 (5%) GST = \$366.45

(After Sept. 24) \$399 + \$19.95 (5%) GST = \$418.95

**WORKSHOP B • AFTERNOON**

**Social Media Campaigns  
for Government**

(Before Sept. 24) \$349 + \$17.45 (5%) GST = \$366.45

(After Sept. 24) \$399 + \$19.95 (5%) GST = \$418.95

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**Courtyard Marriott Downtown**, 475 Yonge Street, Toronto. Conference rate of: single \$129; double \$129; triple \$144; quad \$159. 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 October 15, 2010.

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