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# NEWFOUNDLAND & LABRADOR COMMUNICATIONS forum

April 27, 2009

Holiday Inn  
ST. JOHN'S,  
NEWFOUNDLAND



## Conference Chair

Karen McCarthy, BPR, M.Ed.,  
Vice-President, Communications  
m5 Marketing Communications/  
m5 Public Relations Inc.



Optional Value Added  
Post-Conference Workshops  
April 28, 2009

**A:** Negotiation Skills for  
Communicators

**B:** Communicating in a  
Multi-Generational Workplace

Supported by:

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS



The Canadian Public  
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# About Us!

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We listen to you. You want quality speakers. You want tools and techniques that you can take away and use. You want case studies that you can relate to and learn from. You want engaging speakers and topics to motivate you! You want value. And that's what we give you!

You are important to us. We don't want you as a one-time delegate. We want to build a relationship. We want you to come back again next year! Let us know what you think. We want to hear from you. Call us at **1-866-869-7969** or e-mail us at **relationships@summersdirect.com**. Visit our web site **www.summersdirect.com**

**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

The International Association of Business Communicators is an international network of communications professionals. Our goal is to promote excellence in communications by offering opportunities for networking, expanding knowledge, and ensuring quality through ethical practices and accreditation.

IABC offers opportunities to network and to share information locally, nationally and internationally. In Newfoundland and Labrador, we have 75 members representing a broad range of interests and experiences in communications. Our members work in government, private industry, institutions, agencies, and in private practice.

IABC Newfoundland and Labrador offers professional development seminars, workshops and informal education sessions. Our speakers share their knowledge and expertise of communications from many varied perspectives. For more information please visit **www.iabc.nf.ca** or contact **info@iabc.nf.ca**.



**The Canadian Public  
Relations Society, Inc.**

The Canadian Public Relations Society (CPRS) is an organization of men and women who practice public relations in Canada and abroad. Members work to maintain the highest standards and to share a uniquely Canadian experience in public relations.

In cooperation with its regional Member Societies and with like-minded organizations in other countries, CPRS works to advance the professional stature of public relations and regulates its practice for the benefit and protection of the public interest.

The Canadian Public Relations Society, as a distinct Canadian association, seeks: to group all public relations practitioners in Canada and to foster their professional interests in cooperation with its regional Member Societies and with like-minded organizations in other countries, to advance the professional stature of public relations to regulate its practice for the benefit and protection of the public interest to serve the public interest by upholding a standard of proficiency and code of ethics, and by providing ongoing professional development to its members and public relations practitioners across Canada.

For information on CPRS-NL, visit our website at **www.cprsnl.ca** or email us at **skelly@cnlop.nl.ca**.

**CNW GROUP**

**CNW Group** is a global leader in news and information distribution services for professional communicators. Established in 1960, CNW is part of the International PR Newswire network, reaching news outlets in 135 countries worldwide. CNW Group provides electronic news distribution, targeting, monitoring, translation, Webcast and disclosure services to corporate, government, associations, labour, non-profit and other customers worldwide. CNW Group helps Canadian and international organizations to connect with local and global audiences including the news media, the investment community and the general public. CNW Group is co-owned by two news distribution powerhouses: PR Newswire, based in New York City, USA and PA Group, based in London, UK. **www.newswire.ca.1.877.CNW.7890**

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## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

### 8:45 WELCOME AND OPENING REMARKS FROM THE CHAIR



**Karen M. McCarthy, BPR, M.Ed.,**  
Vice-President, Communications,  
m5 Marketing Communications/  
m5 Public Relations Inc.,  
[www.m5.ca](http://www.m5.ca)

### 9:00 SOCIAL MEDIA AND 'WEB 2.0': PRACTICAL STRATEGIES



**Kevin McCann,**  
EVP of Client Services,  
Grassroots Enterprise,  
Washington, D.C.,  
[www.grassroots.com](http://www.grassroots.com)

A DELEGATE FAVOURITE!

Twitter, Facebook, MySpace, YouTube, Flickr, LinkedIn: Communicators have more tools at their fingertips now than ever before, but how are they deployed effectively? In this session Kevin will address how and why communicators need to broaden their expertise to the online space, and provide practical strategies and case studies for getting started and/or honing your existing program. From creating a viral message to technical tips to explaining each of the social networks and how they can be used effectively — we'll cover these topics and your questions about Social Media, and why you should be using these tools for your messaging now.

In 7 years with Grassroots Enterprise, Kevin has launched dozens of online campaigns for political efforts, non-profits, associations, causes and corporations. He oversees campaign deployment at Grassroots and leads the Canadian practice, working with clients like the Canadian Government, the PC Party of Ontario and the Wine Council of Ontario. In 2005, he founded an online campaign called "Fair Deal for Newfoundland", which successfully mobilized over 30,000 people to send 100,000 plus letters to Parliament Hill in support of a new Atlantic Accord. The effort is recognized as the fastest growing online advocacy campaign in Canadian history, and received a 'Best International Campaign' award from the American Association of Political Consultants. Connect with Kevin at: <http://www.linkedin.com/in/mccann> or <http://twitter.com/kevinmccann>.



## 10:00 ISSUES MANAGEMENT — A LOTTERY INDUSTRY CASE STUDY



**Paula Dyke, ABC,**  
Director, Public Affairs and Corporate  
Communications,  
Atlantic Lottery Corporation,  
[www.alc.ca](http://www.alc.ca)

AWARD WINNER

Imagine an issue that refocuses a global industry, kick-starts operational changes, and impacts all stakeholders. The issue of a lottery player in Ontario who had his \$250,000 winning ticket stolen by a retailer caused ripples world-wide.

Learn how Atlantic Lottery reacted, what communications strategy they used, and the communications lessons learned. Join Paula Dyke, 2008 IABC Gold Quill winner in the category of Issues and Crisis Management for a lively discussion of and some tips that can be transported to any industry.

## 11:00 NETWORKING REFRESHMENT BREAK

### 11:15 INVESTOR RELATIONS IN A TIME OF CRISIS



**Chris Flanagan, MBA,**  
Director, 48 Degrees Inc.,  
Investor Relations and Business  
Communications Consulting,  
[www.48degrees.ca](http://www.48degrees.ca)

HOT TOPIC

In 2002, CHC Helicopter Corporation was poised to launch itself on the Big Board — The New York Stock Exchange. Getting a NYSE listing is a costly undertaking, so CHC wanted to leverage it for all it was worth, namely by parking a shiny CHC Helicopter directly in front of the NYSE Building on Broad Street.

But this was the post 9-11 era. No company had displayed its wares outside the exchange since September 11, 2001 — previously a regular, celebrated occurrence. Undaunted, CHC decided it would be the first. There was just one snag — New York City was still a no-fly zone for commercial helicopters.

Chris Flanagan, who worked as CHC's Director of Communications for more than seven years, will discuss what CHC did to make the event a success and how the company rose from \$1.50 a share in 1999 to \$30.00 a share less than a decade later.

After CHC, Chris worked as Senior Manager of Investor Relations for an oil and gas exploration company, and now has his own shop, 48 Degrees Inc., specializing in investor relations services and business communications. In his presentation, he will:

- Outline the basics of Investor Relations and illustrate how a successful investor relations campaign follows the same principles as any successful communications plan

- Explain how IR was critical to the success of CHC Helicopter
- Outline some of the challenges surrounding confidentiality of business information and full disclosure requirements of regulatory bodies
- Discuss how the current credit crisis and economic downturn is affecting investor relations and communications departments of publicly traded companies.

12:00PM **NETWORKING LUNCHEON**

1:00 **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.

2:00 **MEDIA SAVVY CAN BE TAUGHT: MEDIA TRAINING FOR YOUR ORGANIZATION**



**Jay Averill,**  
**Manager, Corporate**  
**Communications,**  
**Stantec,**  
[www.stantec.com](http://www.stantec.com)

A DELEGATE FAVOURITE!

Delivering clear, consistent messages to the media is a challenge for any organization. If your organization has 125 offices and over 9,000 employees, it becomes nearly impossible to do it from one location. In this presentation you will learn:

- How Stantec developed a media training program tailored to the organization in order to help maintain consistent external communications
- How the program was sold to senior leadership and what metrics are used to keep it going
- Why the company needed the program and why you may want to do it in your organization
- How the program has helped position the Communications team as strategic partner in the organization

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)

A 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.

4:15 **ARE WE THERE YET? A LOOK AT THE EVER EMERGING PROFESSION OF PUBLIC RELATIONS**



**Sean Kelly, B.A., B.Ed., APR,**  
**Manager of Public Relations,**  
**Canada-Newfoundland and**  
**Labrador Offshore Petroleum Board,**  
[www.cnlopb.nl.ca](http://www.cnlopb.nl.ca)

MUST SEE!

How many times have you seen advertisements for *professional* painters, *professional* lawn care services, *professional* pet groomers, etc? It seems as though everybody is a professional at something these days. But what does it really mean to be a 'professional' PR practitioner? Has PR finally become a bona fide profession? Have we reached a stage where CEOs and executives weight the advice of PR advisors equally with legal and financial advisors?

Join Sean for a provoking look at the emerging profession of public relations. Explore issues around education and training for PR practitioners, accreditation, licensing, ethics, best practices and more. Find out what you can do on an individual basis to strengthen your position as a professional PR practitioner or communicator.

5:00 **CONFERENCE CONCLUDES**



## PRACTICAL HANDS-ON WORKSHOPS

A

9:00 AM – 12:30 PM

### NEGOTIATION SKILLS FOR COMMUNICATORS

Presented by **Carey Patterson, Onward Strategies Inc.**, Calgary, AB, [www.onwardstrategies.com](http://www.onwardstrategies.com)

Negotiation skills are essential in daily interactions with others. Learn to prepare for negotiations, assess your alternatives, build a climate of collaboration, get beyond stubborn positioning and develop agreements that work for both sides. Traditional approaches to negotiation promote competitive tactics, often resulting in unsatisfactory outcomes for one or both negotiators. Collaborative or interest-based negotiation aims for agreements that respond to the interests of both parties.

Come discover that you are almost always negotiating. Discover what's working and what might be useful to consider for future conversations; at home — at work — with difficult people.



**Carey Patterson** is a facilitator, mediator and personal performance coach. She specializes in helping others find principled ways to solve problems. She thoroughly enjoys assisting others find and reach their best and is energized by conflict coaching as it directly fits her personal values of co-operation, fulfillment, purposefulness and respect.

B

1:00 PM – 4:30 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.
- 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.



Presents:

# NEWFOUNDLAND & LABRADOR COMMUNICATIONS FORUM

## April 27, 2009

HOLIDAY INN

180 Portugal Cove Rd, St. John's, Newfoundland

I am  an IABC member  a CPRS member  
 Save additional \$50 on conference or \$25 on workshop

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 PLEASE FORWARD TO:  
 Communications Manager

### PLEASE REGISTER ME FOR:

#### BEST VALUE!

#### NFLD & LABRADOR COMMUNICATIONS FORUM + 2 WORKSHOPS\*

- Early bird registration (Before March 20) \$899 + \$44.95 (5%) GST = \$943.95
- Regular registration (After March 20) \$999 + \$49.95 (5%) GST = \$1048.95

\* April 27 & 28, 2009.

#### NFLD & LABRADOR COMMUNICATIONS FORUM + 1 WORKSHOP ONLY\*

- Early bird registration (Before March 20) \$775 + \$38.75 (5%) GST = \$813.75
- Regular registration (After March 20) \$875 + \$43.75 (5%) GST = \$918.75

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

#### NFLD & LABRADOR COMMUNICATIONS FORUM ONLY (APRIL 27)

- Early bird registration (Before March 20) \$449 + \$22.45 (5%) GST = \$471.45
- Regular registration (After March 20) \$549 + \$27.45 (5%) GST = \$576.45

#### ONE WORKSHOP ONLY (APRIL 28)\*

- Early bird registration (Before March 20) \$324 + \$16.20 (5%) GST = \$340.20
- Regular registration (After March 20) \$349 + \$17.45 (5%) GST = \$366.45

\* Half day April 28, 2009. Select **ONE** workshop from column at far right.

#### OPTIONAL POST-CONFERENCE WORKSHOPS (APRIL 28)

##### WORKSHOP A • MORNING

##### Negotiation Skills for Communicators

- (Before Mar. 20) \$324 + \$16.20 (5%) GST = \$340.20
- (After Mar. 20) \$349 + \$17.45 (5%) GST = \$366.45

##### WORKSHOP B • AFTERNOON

##### Communicating in a Multi-Generational Workplace

- (Before Mar. 20) \$324 + \$16.20 (5%) GST = \$340.20
- (After Mar. 20) \$349 + \$17.45 (5%) GST = \$366.45

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#### VENUE & RESERVATIONS

**Holiday Inn**, 180 Portugal Cove Rd., St. John's, NL  
 A1B 2N2. For reservations please call (709) 722-0506

#### 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 \$100 plus \$5 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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