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# Manitoba COMMUNICATIONS Forum

May 26, 2006 • Radisson Hotel Winnipeg Downtown  
*Winnipeg, Manitoba*



## CHAIR

**Linda Lee, ABC, M.C., CAE**  
President, International Association  
of Business Communicators,  
Manitoba Chapter & Supervisor,  
Broker Communications,  
Manitoba Public Insurance



## CO-CHAIR

**Adam Dooley**  
President, Canadian Public  
Relations Society, Manitoba &  
Vice-President, Marketing &  
Communications,  
Cambrian Credit Union, Manitoba

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### OPTIONAL VALUE-ADDED PRE-CONFERENCE WORKSHOPS - MAY 25, 2006:

- A • Communication Planning: Building Your Organization's Image and Reputation
- B • Change is Good – Planning and Managing Social Change Through Social Marketing
- C • Digital Photography for Communications Professionals

Supported by:



The Canadian Public Relations Society  
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IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS



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## About Us

**SummersDirect** is a conference planning company that sets itself apart from the rest with a focus on customer service and value. We are fresh and we're creative. We have the expertise and know-how but more importantly, we offer you a quality product for a cost that fits within your budget.

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](mailto:relationships@summersdirect.com). Visit our web site [www.summersdirect.com](http://www.summersdirect.com).



**The International Association of Business Communicators (IABC)** is a non-profit international network of professionals committed to improving the effectiveness of organizations through strategic, interactive and integrated business communication management. In plainer terms, we represent business communicators, who provide a vital link between organizations and the people they serve. For more information please visit [manitoba.iabc.com](http://manitoba.iabc.com).



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The Canadian Public Relations Society  
La Société canadienne des Relations publiques

**The Canadian Public Relations Society** is a not-for-profit professional society that is dedicated solely to the profession of public relations and serving Canadians through the establishment and maintenance of high professional, educational and ethical standards in public relations. For more information please visit [www.cprs.mb.ca](http://www.cprs.mb.ca).

**A WORKSHOP A • 9:00 a.m. – 12:30 p.m.**

**COMMUNICATION PLANNING: BUILDING YOUR ORGANIZATION'S IMAGE AND REPUTATION**

Lois D. Anderson, ABC, Principal, PROSPEX Strategic Planning and Development, [www.prospex.ca](http://www.prospex.ca)

This interactive workshop explores the differences between image and reputation, and how internal and external audience perceptions of these elements drive business performance.

Communication and public relations plans that advance your organization's image and reputation reach into every corner of the organization's operations, from its visual identity to its business activities, from its employee treatment to its accountability practices.

Within this context, workshop participants will consider key audiences, key messages, goals, objectives, strategies and tactics to map a model plan for improving business results by managing image and reputation.



**Lois D. Anderson** • As an Accredited Business Communicator, Lois Anderson works with leading Canadian corporations, member-driven associations, non-profit organizations and government to improve their relationships with the community, employees, clients and decision-makers.

Specializing in strategic communication planning, she helps organizations articulate their vision and develops and implements strategies that gain the cooperation of their key contacts. She addresses needs related to marketing, public relations, issues management, corporate social responsibility, fundraising planning, brand and image development.

**B WORKSHOP B • 1:30 p.m. – 5:00 p.m.**

**CHANGE IS GOOD – PLANNING AND MANAGING SOCIAL CHANGE THROUGH SOCIAL MARKETING**

Jim Kingdon, Managing Partner and CEO, ChangeMakers Marketing Communications, [www.changemakers.ca](http://www.changemakers.ca)

Change is the engine of our personal growth and social development. It is as essential for us as it is for the organizations we serve. Yet we often resist change because it can be difficult and because it is viewed as outside our control and outside our influence.

The type of change you may be looking for may have to do with population health promotion, injury prevention, education, Type 2 diabetes prevention, association development, chronic disease prevention, FASD, persons with disabilities, seniors, youth at risk, women's issues, or Aboriginal issues.

You may struggle with, or, rail against change because of perceived risk to you or your organization. But what if we could access a reliable process to generate and manage the change that we desperately need? What if that process was as effective for ourselves as for the organizations we work with and the environment we work in?

ChangeMakers plans and manages social change through social marketing. We measure, monitor, and evaluate social change grounded within a 'stages of change' model that reliably achieves planned attitudinal, behavioral, and structural change.

This session will walk participants through the ChangeMakers social marketing and communications process and will actively demonstrate the 'stages of change' model. The theory will be covered, but practical case studies will demonstrate the process in practice. Join us to learn together how *change is good*.

*Cont'd. on next page.*

**Jim Kingdon** • Jim is a nationally recognized organizational and marketing communications strategist with over twenty years of corporate and public service experience. He is perhaps best known as an industry pioneer in social marketing, having been recognized with numerous international marketing, advertising, and communications awards including an IABC Gold Quill Award of Excellence, an IABC Silver Leaf Award of Excellence, International Summit Advertising Awards, Dalton Pen Awards of Excellence, and a Clio Award of Excellence for television advertising.



Jim is also sought out for his crisis communications, issues management, public consultation, and media relations expertise having extensive experience managing highly sensitive corporate and public issues in both national and international media. His social marketing and business acumen is grounded within an academic study of sociology and psychology. Jim is a recipient of the Distinguished Alumni Award from the University of Manitoba and is a member of the International Business Communicators Association.

## **C** WORKSHOP C • 9:00 a.m. – 12:30 p.m.

### **DIGITAL PHOTOGRAPHY FOR COMMUNICATIONS PROFESSIONALS**

**Stephen Scott (Professional stills photographer for CTV Series *Degrassi* and *Instant Star*)**

Have you been handed a digital camera and suddenly find your job description includes digital photography? Do you feel confident that you are taking the best photographs that you can? Taking great digital photos requires more than a camera. This workshop is designed to provide communications professionals with the knowledge required to take great digital photos that can be used effectively in promotions. In this practical session, you will learn:

- Lighting – understand how and when to use available light and how and when to manipulate your flash to get the best results
- Capture settings – using proper resolution settings to get best print results
- Enhancing – an introduction to software to tweak and improve your images (reduce red-eye, retouch your subject, adding text and graphics, etc.)
- Functions of the camera – getting away from AUTO settings
- Transferring and managing your files
- Printing – understanding resolution requirements and to meet your printing needs



**Stephen Scott** has been a professional photographer for almost 20 years and his work has been published around the world. For many years, Stephen owned and operated a family portrait studio focusing on portraits and weddings. Several years ago, Stephen expanded his work into the film and television industry, creating portraits and artwork for productions and photographing faces that we would all recognize (the CTV series *Degrassi* and *Instant Star*). Realizing a change in technology, Stephen made the leap to digital photography and is now servicing this new and evolving market. Stephen studied photography at Sheridan College and is a member of Toronto film union. For more information, please visit [www.stephenscottphotography.com](http://www.stephenscottphotography.com).



## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

### 8:45 WELCOME AND OPENING REMARKS FROM THE CO-CHAIRS



**Linda Lee, ABC, M.C., CAE,**  
President, International Association  
of Business Communicators,  
Manitoba Chapter & Supervisor,  
Broker Communications,  
Manitoba Public Insurance



**Adam Dooley, President,**  
Canadian Public Relations Society,  
Manitoba & Vice-President,  
Marketing & Communications,  
Cambrian Credit Union, Manitoba

## 9:00 CRISIS COMMUNICATIONS



**Patrol Sergeant Kelly Dennison,**  
Public Information Officer,  
Winnipeg Police Service

Communications are always important to the success of an organization but never more so than in the face of a crisis. Often, it is how an organization handles itself during this period that can make or break them. In this session, hear from Police on successful strategies to ensure that your organization is prepared to handle any crisis.

## 10:00 NETWORKING REFRESHMENT BREAK

### 10:15 COMMUNICATING WITH INTEGRITY – WHEN THE RUBBER HITS THE PAVEMENT



**Ron Hill, Director,**  
Communications & Public Relations,  
Misericordia Health Centre &  
Provincial Chair, Health Care Public  
Relations Association of Canada  
(HCPRA)

Accountable, transparent and open - just a few of the many buzz words we live with as communicators in today's world. The big question is what does this really mean? What do you say? What can you say? How far can you go in the release and sharing of information? Timing? The reality is that communicating with integrity is much more than all the communication basics. Simply put it is about baring your corporate soul. Sharing information that your legal advisors and counsel might question. The court you are playing to is the most powerful in the world – The Court of Public Opinion. It is about organizational courage!

The Kermit the Frog song title, "It's Not Easy Being Green" captures the flavour of this session. This is a roll-up your

sleeves, more than just spit and polish stuff. Ron will share some real quickie case studies to help you understand the reality of *Communicating with Integrity*. His goal is to share information that you take away and use to strengthen yourself in your role as a communications leader.

### 11:15 USING FACE-TO-FACE COMMUNICATION TO DRIVE PERFORMANCE



**Ken Milloy, President  
and Senior Consultant  
Strategic Connections Inc.  
(Vancouver)**

TOP-RANKED  
SPEAKER

At the heart of any good successful internal communication or employee engagement program you will find sound manager-led face-to-face communications. We all know that, but getting it up and running effectively is a whole different story. What are the core components of this type of communications? What role does the internal communication group play? Who do they need to partner with? What skills and support do the managers need—and how can you provide them? How do you know your program is returning what you expected? Drawing on his award-winning experience in the design and delivery of face-to-face programs, Ken will answer these and other key questions to help you get the most out of your face-to-face efforts.

## 12:15PM NETWORKING LUNCHEON

### 1:30 THE BEST OF INTRANETS AND BLOGS

NEW  
INFO



**Carmine Porco, Vice President  
Prescient Digital Media, Toronto**  
[www.PrescientDigital.com](http://www.PrescientDigital.com)

With all of the glamour and excitement of an awards show, Carmine Porco will present his picks for the best intranet of the year. More than just a parade of pleasing pages, this session will dig deep into the best practices that make these sites soar above their competition. Carmine guarantees you'll walk away with no fewer than 30 ideas you can begin to put into place as soon as you get back to your office. You will learn:

- How usability can bolster a site's appeal
- How the best sites integrate community and interactivity into their content mix
- The role of content management in producing a site that rocks
- What characteristics get people to visit and use an intranet regularly

2:30 STRATEGIC COMMUNICATIONS PLANNING

A MUST-SEE



**Major Andy Coxhead, CD, MBA**  
Senior Public Affairs Officer –  
Canadian Air Force and  
Canadian NORAD

Strategic communications should be geared toward developing trust. Simply communicating the right messages to stakeholders is not enough to build trust by itself. If our audiences believe that their opinions are not valued or sought, and desire more dialogue with the organization on issues that affect them, than this equates to an issue of trust.

Andy will use his extensive experience (including NATO Spokesperson for 23 nations and 30,000 troops) to help us bridge into the importance of collaborative two-way symmetrical communications and dialogue as an important strategic communications method to empower stakeholders to communicate for improvement and enable them to actively play a role in the process of attaining corporate strategic aims. Specifically you will learn:

- How strategic communications planning must be an extension of an organization's vision, mission and strategic priorities
- How communications efforts must contain measurable objectives crafted to increase stakeholder understanding of the organization's vision, priorities and strategic direction
- An understanding of strategic direction, support and buy in, needed to align stakeholders to accomplish strategic initiatives, is impossible

3:30 NETWORKING REFRESHMENT BREAK

3:45 HOW TO GET THE MEDIA'S ATTENTION

**Steve Pona, City and Business Editor,**  
Winnipeg Free Press

**Tyler Walsh, Global TV**  
TBA, radio representative



It has never before been so easy to communicate your message to so many people so quickly. This, of course, is a double-edged sword. Newsrooms are overwhelmed with press releases, e-mails and phone calls. How can you get your message heard through the clutter? In this session, you will hear from a dynamic panel of reporters from print, radio and TV on effective strategies that you can use to get your story picked up by the media and reach your intended audience.



5:00 CONFERENCE CONCLUDES



Presents:

# Manitoba COMMUNICATIONS Forum

**MAY 26, 2006**  
Radisson Hotel  
Winnipeg Downtown  
288 Portage Avenue

**ATTENTION:**  
PLEASE FORWARD TO:  
**Communications Manager**

## PLEASE REGISTER ME FOR:

### EARLY BIRD (Before April 13)

Manitoba Communications Forum (May 26, 2006) \$499 + \$34.93  
(7%) GST = \$533.93

### REGULAR (April 13 and later)

Manitoba Communications Forum (May 26, 2006) \$599 + \$41.93  
(7%) GST = \$640.93

### IABC & CPRS MEMBER SAVINGS

I am an IABC or CPRS Member – Save \$50 (Can save \$50 on conference day registration ONLY; not valid on workshops. Offers cannot be combined.)

### STUDENT RATE

Manitoba Communications Forum (May 26, 2006) \$249 + \$17.43  
(7%) GST = \$266.43

WORKSHOPS ARE OPTIONAL AND COST \$299 + 20.93 (7% GST) = \$319.93 EACH

*\* Note: Workshops A & C will be held during the same time period therefore you must choose either A or C.*

- Workshop A\* – Communication Planning: Building Your Organization's Image and Reputation** (May 24 AM)
- Workshop B – Change Is Good – Planning and Managing Social Change Through Social Marketing** (May 24 PM)
- Workshop C\* – Digital Photography for Communications Professionals** (May 24 AM)

## PAYMENT

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## VENUE & RESERVATIONS

Radisson Hotel Winnipeg Downtown,  
288 Portage Avenue

**For reservations, please call 1-800-333-3333**

## 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 \$14.00 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 **1-866-869-7969**.