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Municipal COMMUNICATIONS Conference

October 30 & 31, 2006 • Courtyard By Marriott Downtown
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CHAIR

Massimo Bergamini,

Director,
Policy, Advocacy and Communications,
Federation of Canadian Municipalities

OPTIONAL POST-CONFERENCE WORKSHOP – NOVEMBER 1, 2006:

WORKSHOP A: MEDIA RELATIONS 101: NEVER SAY NO COMMENT

Supported by:

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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.

The Toronto chapter, as the largest chapter of IABC, provides access to products, services, activities and networking opportunities in Toronto and around the world. They help people and organizations achieve excellence in corporate communications, public relations, employee communication, marketing communication, public affairs and other forms of communication. For more information please visit toronto.iabc.com.



The Federation of Canadian Municipalities (FCM) has been the national voice of municipal government since 1901.

With more than 1,300 members, FCM represents the interests of municipalities on policy and program matters that fall within federal jurisdiction. Members include Canada's largest cities, small urban and rural communities, and 17 provincial and territorial municipal associations.

Municipal leaders from all parts of Canada assemble annually to establish FCM policy on key issues. The National Board of Directors meets quarterly to review policy and program matters.

Serving its members in both official languages, FCM is dedicated to improving the quality of life in all communities by promoting strong, effective and accountable municipal government. Along with its policy interests, FCM remains a professional association serving elected municipal officials. For more information please visit www.fcm.ca.



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