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*2nd Annual*  
**Saskatchewan**  
**COMMUNICATIONS**  
*Forum*

**September 25, 2006 • Delta Bessborough**

*Saskatoon, Saskatchewan*



**CHAIR**

**Warren Bickford, ABC**

Past International Chair,  
International Association of Business Communicators  
& Vice President, Gryphon Reputation Management

**OPTIONAL POST-CONFERENCE WORKSHOP -SEPTEMBER 26, 2006:**

**WORKSHOP A: EFFECTIVE BUSINESS WRITING**

Supported by:

The Canadian Public Relations Society  
La Société canadienne des Relations publiques  
Saskatoon

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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.

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**The International Association of Business Communicators (IABC)** is a global network of professionals, with more than 13,000 members in over 60 countries, committed to improving the effectiveness of organizations through strategic interactive and integrated business communication management.

Membership in IABC offers access to a worldwide network of communication professionals, as well as many professional development opportunities. IABC/Saskatoon is a vibrant chapter dedicated to raising the standard of communications excellence and promoting the value of professional communications.

Worldwide, IABC is recognized as the professional association of choice for communicators who aspire to excel in their chosen fields. To learn more about IABC/Saskatoon, visit <http://saskatoon.iabc.com/>.



The Canadian Public Relations Society  
La Société canadienne des Relations publiques  
Saskatoon

**The Canadian Public Relations Society (CPRS)** is an organization whose members work to maintain the highest standards in the practice of public relations and to share the uniquely Canadian experience. CPRS Saskatoon is one of 16 member societies across the country. We provide a networking and professional development environment for the brightest public relations minds in Saskatoon and throughout northern and central Saskatchewan. Visit us at [www.cprssaskatoon.com](http://www.cprssaskatoon.com).



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## 8:00AM REGISTRATION AND CONTINENTAL BREAKFAST

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



**Warren Bickford, ABC,**  
Past International Chair,  
International Association of  
Business Communicators  
& Vice President,  
Gryphon Reputation Management  
[www.gryphonrm.com](http://www.gryphonrm.com)

## 9:00 THE EMOTIONALLY INTELLIGENT COMMUNICATOR



**Teresa Quilty,**  
Recreatus Consulting  
[www.recreatus.com](http://www.recreatus.com)

Human beings enter this world hard-wired as social—and, therefore, relating and communicating—beings. Everything we do in organizations and community is in relation to other people and to excel at interpersonal competencies requires a high level of emotional intelligence. In fact, according to Daniel Goleman, up to 80 percent of adult success depends upon emotional intelligence. Despite the explosion of mass communication in recent decades, the importance of interpersonal mastery is as important as ever. The Center for Creative Leadership has found that the reason for derailment in 75 percent of careers are related to emotional competencies, including inability to handle interpersonal problems, unsatisfactory team leadership during times of difficulty or conflict, or inability to adapt to change or elicit trust.

This presentation explores the fundamentals of emotional intelligence: how it drives our decision making, our ability to perform and communicate effectively, and our interpersonal relationships. Teresa Quilty will draw upon recent research in emotional intelligence as well as her background as a communicator to connect the two disciplines. She will provide insight into emotional competencies specifically relevant to leaders and communicators and show how anyone can learn to connect and resonate more authentically and powerfully with their audiences and in their relationships.

## 10:00 NETWORKING REFRESHMENT BREAK

## 10:15 THE BEST OF INTRANETS AND BLOGS 2006



**Julian Mills,**  
Director,  
Prescient Digital Media, Toronto  
[www.PrescientDigital.com](http://www.PrescientDigital.com)

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. Julian Mills will

present a broad cross section of intranet sites that deliver innovative ideas that can add value to any organization. In addition, he will demonstrate how leading companies are utilizing new technology like blogs and wikis to enhance the interactivity and effectiveness of their online communications. 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

## 11:15 ISSUES MANAGEMENT—HOW TO TURN REACTIVE INTO PROACTIVE



**Cynthia Lockrey,**  
Lockrey Communications, London  
[www.lockreycommunications.com](http://www.lockreycommunications.com)

Too often, communicators find themselves in a reactive versus proactive situation when it comes to issues management. While these issues have been brewing internally for quite some time, communicators are often told of the situation shortly before or after it becomes public. The challenge for communicators is not only finding out about issues before they hit the media, but coming up with a strategy to mitigate the release of the information. In this session, hear specific case studies and examples of proactive issues management and how you can use it to diffuse some volatile situations.

## 12:15PM NETWORKING LUNCHEON

## 1:30 ABORIGINAL COMMUNICATIONS— PRACTICAL TIPS TO DO IT EFFECTIVELY



**Shannon Avison,**  
Department Head of Indian  
Communication Arts (INCA),  
First Nations University of Canada  
[www.firstnationsuniversity.ca/](http://www.firstnationsuniversity.ca/)

The Aboriginal community in Saskatchewan, especially Aboriginal youth, is growing faster than any other community, and so is their importance as consumers of products and services. Effective communication with Aboriginal communities and organizations is challenging for a variety of reasons—most importantly because few people in the communications industry, media and public relations, have experience, relationships or networks that they can tap into as they design communication strategies to achieve their various objectives. This workshop will provide practical direction, contacts and strategies to reach Aboriginal people.

### 2:30 NETWORKING REFRESHMENT BREAK

### 2:45 BLOGS—WHEN AND HOW TO USE THEM



**David Jones,**  
Fleishman-Hillard Canada, Toronto  
[www.fleishman.ca](http://www.fleishman.ca)

The Internet has changed the way Canadians communicate and is changing the way companies do business. Blogs are one of the most significant trends in communications. The potential applications of new and emerging technologies, including Blogs, will continue to influence the development of our profession. The presentation will include:

- An overview of Blogs for public relations practitioners
- Examples of Blogs for internal and external communications
- A discussion of Blog monitoring and Blogger relations

### 3:45 HOW TO GET THE MEDIA'S ATTENTION



**Kate Peardon,**  
News Director,  
650 CKOM Saskatoon

**Murray Lyons,**  
Business Editor,  
The Saskatoon StarPhoenix



**Les Staff,**  
News Director,  
CTV

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

## POST-CONFERENCE WORKSHOP • September 26, 2006

### WORKSHOP A: 9:00 a.m. – 12:30 p.m. • EFFECTIVE BUSINESS WRITING

**Carol Sevitt, Ryerson University, Toronto, [www.ryerson.ca](http://www.ryerson.ca)**

Being able to write an effective letter, email, report, media release or proposal is critical to business success. This hands-on workshop will help participants to improve their business writing skills by teaching them how to target their writing to their audience, adopt the correct tone, use the proper format, and keep their writing professional and readable. Participants will learn:

- the five Cs of effective business writing
- the ten most common errors made in writing
- how to write clear and correct documents
- how to eliminate wordiness and old-style language
- how to make a document visually appealing
- how to say no or deliver bad news in the nicest possible way



**Carol Sevitt** has taught business writing, international communication, interpersonal communication, and oral communication at Ryerson University in Toronto for 10 years. In 2001, she won a Business Students Association award for teaching excellence. In addition to teaching, she's been writing professionally for more than 20 years, and her latest book *The Loving Spoonfuls Cookbook* was published by Penguin Canada in 2003. Her other books are *A Patient's Guide to Cosmetic Surgery*, co-written with Dr. John Taylor, and *A Day to Remember*. She has written articles for numerous publications including *The Globe and Mail*, *The Toronto Star*, *Homemaker's* and *Canadian Living*. At University of Toronto's Rotman School of Management, she wrote articles for *Rotman Management* magazine, speeches, and fundraising proposals.

