

early birds
SAVE up to
\$150!

Offer Ends
May 23, 2008

The workshop series BC's communications professionals have been waiting for!

VICTORIA COMMUNICATIONS Workshop Series

June 16, 2008

Coast Victoria
Harbourside
Hotel and Marina
VICTORIA, BC

Early Bird Savings Before May 23!
IABC Members Save \$25 Per Workshop



A: Issues Management – How To Turn Reactive Into Proactive

B: From Vision To Action: Building An Engaged Corporate
Culture Through Strategic Storytelling

Supported by:  **IABC** INTERNATIONAL ASSOCIATION
OF BUSINESS COMMUNICATORS
BRITISH COLUMBIA

 CNW GROUP

REGISTER TODAY

by calling **1-866-869-7969** or e-mail
register@summersdirect.com



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 most 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**. Visit our web site **www.summersdirect.com**



The International Association of Business Communicators – British Columbia (IABC/BC) 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 about your local IABC chapter please visit **www.iabc.bc.ca**.



CNW Group is the nation's number one resource for time-critical news and information from more than 10,000 sources coast to coast and around the world. Public companies, associations, unions, not-for-profits, municipal, provincial and federal governments all rely on CNW Group's unique multimedia communication services and networks to effectively send their messages to newsrooms, the financial community and the public. For further information please visit **www.newswire.ca**.

Monday, June 16, 2008

PRACTICAL HANDS-ON WORKSHOP

A

Workshop A: 9:00 AM – 12:30 PM

ISSUES MANAGEMENT – HOW TO TURN REACTIVE INTO PROACTIVE

Cynthia Lockrey, Senior Manager, Media Relations, City of Richmond, and Principal, Lockrey Communications

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 half-day session, you will examine specific case studies, learn some tools you can use for proactive issues management as well as how to diffuse some volatile situations. This is a practical, fun and interactive session with group activities to encourage sharing of lessons learned.



Cynthia Lockrey recently moved to British Columbia from Ontario to join the City of Richmond as its Senior Manager of Media Relations. She is also a communications consultant who specializes in creating dynamic media relations campaigns, training people to work with the media and developing issues management strategies. Cynthia was the Manager of Corporate Communications for the City of London where she took a lead role in issues management, media relations and was London's Emergency Information Officer. Her media relations and community relations work has earned her a number of London IABC Virtuoso Awards. Cynthia is also a part-time instructor at Fanshawe College in London and is a regular speaker at communications conferences across Canada.

B

Workshop B: 1:30 PM – 5:00 PM

FROM VISION TO ACTION: BUILDING AN ENGAGED CORPORATE CULTURE THROUGH STRATEGIC STORYTELLING

Ken Milloy, President, Strategic Connections Inc., and Nicky Fried, Vice President, Storytelling, Strategic Connections Inc.

"Disengaged employees cost the North American economy upwards of \$300 billion per year." – Gallup.

Building a purposeful corporate culture requires engaged and aligned employees and a strong internal brand. Business results are directly linked to a unified team and what goes on internally is reflected externally to customers, stakeholders and the public.

Storytelling is a powerful engagement strategy that can ensure line of site connection for each employee to the common vision, resulting in an engaged culture that directly impacts business results. Storytelling has been used successfully to manage culture shifts, diversity challenges, mergers, sales and service strategies and many other key business needs.

Participants in this interactive workshop will learn how to leverage the power of storytelling to engage their employees and bring a human dimension to the strategic priorities of business. You will learn: how storytelling builds engagement at all levels within an organization; how to use stories to increase understanding of desired behaviours; how to use stories to showcase and discern best practices; and how to use stories to discover and create leaders at all levels within their organizations.



Ken Milloy has over 20 years of experience in human resources, strategic planning, change management, customer service improvement and internal communication. A recognized leader in strategic internal communication and change, Ken's strategic communications and communicating change models have been, and continue to be used by many organizations and consultants around the world. Ken provides leadership and support as a skilled strategist, facilitator and innovator to organizations in a variety of industries and sectors, both union and non-union. His company's website is recognized internationally as one of the foremost resources on internal communication and his Communication Plan Workbook is being used to support the efforts of over 1000 companies worldwide.



Nicky Fried has 20 years of experience in communications, specializing in internal communications, including leadership development and communication training. Nicky builds targeted communication programs that assess communication needs and develops strategies to build on strengths and remediate weaknesses. Her approach is collaborative and reality based. Nicky teaches communications related courses and corporate storytelling with both the SFU Writing and Publishing program and VCC, Nicky regularly publishes articles on storytelling and is the founder of the corporate storytelling network The Story Chair.

Strategic Connections Inc. is the Canadian License holder for The Storytellers; an award winning alignment and performance improvement process. See www.strategicconnections.com for more information.

REGISTER TODAY! ☎ 1-866-869-7969 📄 1-905-762-9101 📧 register@summersdirect.com

Presents:

VICTORIA COMMUNICATIONS WORKSHOP SERIES

June 16, 2008

COAST VICTORIA HARBOURSIDE HOTEL AND MARINA

IABC MEMBERS receive a \$25 discount per workshop I AM AN IABC MEMBER

ATTENTION:
PLEASE FORWARD TO:
Communications Manager

PLEASE REGISTER ME FOR:

TWO WORKSHOPS

- BEST VALUE!** Early Bird Registration (Before May 23) \$549 + \$27.45 (5%) GST = \$576.45
 Regular Registration (After May 23) \$649 + \$32.45 (5%) GST = \$681.45

ONE WORKSHOP ONLY

- Early Bird Registration (Before May 23) \$299 + \$14.95 (5%) GST = \$313.95
 Regular registration (After May 23) \$349 + \$17.45 (5%) GST = \$366.45

SELECT ONE:

- Workshop A: Issues Management – How to Turn Reactive Into Proactive
or
 Workshop B: From Vision To Action:
Building An Engaged Corporate Culture Through Strategic Storytelling

REGISTER NOW!

PAYMENT

- Payment enclosed (please make cheques payable to SummersDirect Inc.)
 Please send me invoice (must be received before conference or upon arrival)
 Please charge my Visa MasterCard Amex

Card Number: _____

Card Holder's Name: _____

Signature: _____ Expiry Date: _____

Date: _____

Name: _____

Title: _____

Company: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Fax: _____

E-mail: _____ Type of Business: _____

PHONE 1-866-869-7969

FAX 1-905-762-9101 (fax back this page)

E-MAIL register@summersdirect.com

MAIL SummersDirect Inc.

18 Yukon Drive
Richmond Hill, ON L4B 4E9

VENUE & RESERVATIONS

Coast Victoria Harbourside Hotel and Marina, 146
Kingston Street, Victoria, BC, V8V 1V4. Please call 250-940-1101
or visit www.coasthotels.com.

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 workshop. 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**.