



Conference and Events  
Presents:



# Canada COMMUNICATIONS Conference

April 24 & 25, 2006 • InterContinental Toronto Centre  
Toronto, Ontario



## CHAIR

**Warren Bickford, ABC**  
Chair, International Association  
of Business Communicators  
& Vice President,  
Gryphon Reputation Management



## PLUS! SPECIAL KEYNOTE ADDRESS

**Sandi Padnos**  
President,  
SCOOP, *Seminars for the Savvy Publicist*  
Los Angeles, California

*Sandi Padnos has worked with The Walt Disney Company, the Marvel Entertainment Group and Scripps Networks/Fine Living, as well as many pop culture icons in television, film and music.*

**7** *Optional Hands-On Post-Conference Workshops  
to Choose From April 26 & 27, 2006*

Supported by:



**REGISTER TODAY** by calling  
**1-866-869-7969** or e-mailing  
**register@summersdirect.com**

**EARLY BIRDS SAVE \$100! ENDS MARCH 15!**  
First 100 delegates receive  
a free copy of Mark Swartz's  
career planning book,  
*Get Wired, You're Hired!*  
Hot off the press



## 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.

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 <http://toronto.iabc.com>.



**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 multi-media communication services and networks to effectively send their messages to newsrooms, the financial community and the public. For further information please call 1-866-805-9530 or visit [www.newswire.ca](http://www.newswire.ca).

### WHAT PAST DELEGATES HAVE SAID ABOUT OTHER SUMMERSDIRECT COMMUNICATIONS CONFERENCES:

**"Excellent sessions. This was money well spent."**

HELEN MURPHY, ST. FRANCIS OF XAVIER UNIVERSITY

**"Fine line-up of speakers, well-paced and informative."**

JOHANNE OSTIGUY, OFFICE OF THE SUPERINTENDENT OF  
FINANCIAL INSTITUTIONS CANADA

**"Excellent conference with a great line up of presenters."**

DEBBIE STUART, HERITAGE GAS

**"Excellent! Lots of applicable material. I'm excited to go back to work and apply what I've learned."**

J. GREIG, SOCIAL DEVELOPMENT CANADA

# DAY ONE ~ Monday, April 24, 2006

8:00AM **REGISTRATION AND CONTINENTAL BREAKFAST**

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



**Warren Bickford, ABC, Chair, International Association of Business Communicators & Vice President, Gryphon Reputation Management**  
www.gryphonrm.com

9:00 **SPECIAL KEYNOTE ADDRESS: THE INSIDE SCOOP ON HI-PROFILE PUBLIC RELATIONS**

**Sandi Padnos, President, SCOOP, Seminars for the Savvy Publicist Los Angeles, California,** www.scoopseminars.com



Internationally recognized public relations expert Sandi Padnos' award-winning skills have benefited numerous high-profile corporations such as The Walt Disney Company, Marvel Entertainment Group, Scripps

Networks/Fine Living and Prodigy Services Corp., as well as pop culture icons ranging from Justin Timberlake and Britney Spears to Spider-Man and The Lennon Sisters. In addition, Padnos teaches the popular UCLA extension course, *Working with the Media*, is Education Chair of EPPS (Entertainment Publicists Professional Society), and a guest speaker and/or trainer at various communications industry events.

10:00 **BEST PRACTICES IN EMPLOYEE COMMUNICATIONS**

NEW STUDY



**Rawle Borel Jr., President, IABC/Toronto & Director, Communications, Customer Care, Rogers Communications Inc.**  
www.rogers.com

Employee Engagement is increasingly becoming the metric by which organizations identify the degree of personal and intellectual commitment employees have with an organization. More and more senior leaders recognize the correlation between employee engagement and the impact to an organization's bottom line. More than ever, communications practitioners are having a greater impact on organizations and employees. The environment has shifted from simply communicating "stuff" to employees to now partnering with organizational leaders to achieve desired results.

In this session, we will go through the high-level results of a recent IABC and Right Management Consultants study that identifies some of the challenges communications practitioners face each day and offer creative solutions to address these challenges.

11:00 **NETWORKING REFRESHMENT BREAK**

11:15 **THE BEST OF INTRANETS AND BLOGS 2005**

**Carmine Porco, Vice President, Prescient Digital Media**  
www.PrescientDigital.com

AWARD SHOW FUN



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

12:15PM **NETWORKING LUNCHEON**

1:30 **CAREER CAVEATS FOR COMMUNICATORS!**



**Mark Swartz, MBA, M.Ed., President, The Career Experts**  
www.thecareerexperts.ca

FREE BOOK!

Join Mark for an invigorating dose of real-life career advice. Whether you're a business communicator, advertiser, or reputation manager, positioning is the key to your marketability. We know it's true for our clients – but what about when it comes to ourselves? Do you know how to:

- State your "Value Add" convincingly?
- Describe your transferable skill sets?
- Define your work-related Mission, Vision and Values?

In this entertaining and informative session, learn how to increase your "Career Q!"

Mark Swartz is Canada's dynamic authority on work and careers. A communicator and entrepreneur, he began with a thriving career in corporate marketing for Citicorp and Kodak. He then went onto a stint as Professor of business communications at Ryerson University. From there he coached downsized employees for a world-leading transition firm while writing his best-seller *Get Wired, You're Hired!* These days Mark is read across the nation as Workopolis.com's Career Advisor. Visit thecareerexperts.ca for more information plus tools to help make you a star at work.

*The first 100 delegates receive a free copy of Mark's book! The Career Experts' **Get Wired, You're Hired!** is Canada's Internet job search guide. A best-seller for five years running, the newest version has everything you need to be leading edge.*

## DAY ONE cont'd. ~ Monday, April 24, 2006

### 2:30 CORPORATE SOCIAL RESPONSIBILITY – A NEED FOR TRANSPARENCY AND ADVOCACY

A MUST-SEE!

**Mehboob Jaffer, Corporate Public Relations Manager, Hewlett-Packard (Canada) Co.**  
[www.hp.com](http://www.hp.com)

As the concept of CSR pervades society, consumers and enterprises alike are demanding the highest standards of trust from those they deal with. It is no longer enough to operate responsibly, it is essential to provide a level of transparency that speaks to the very values and culture of an organization.

Through the use of case studies and industry examples, Mr. Jaffer will discuss the need for communications functions in all organizations to understand the impact of CSR to both internal and external audiences; the need for education and advocacy, and the link between good CSR and good business.

### 3:30 NETWORKING REFRESHMENT BREAK

### 3:45 ISSUES MANAGEMENT – HOW TO TURN REACTIVE INTO PROACTIVE

DELEGATE FAVOURITE



**Cynthia Lockrey, Lockrey Communications & Past Manager of Communications, City of 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.

### 4:45 CHAIR'S CLOSING REMARKS AND CONFERENCE CONCLUDES

## DAY TWO ~ Tuesday, April 25, 2006

### 9:00AM BLOGS – WHEN AND HOW TO USE THEM

HOT TOPIC

**Leona Hobbs, Vice President, Fleishman-Hillard Canada Inc.**  
[www.fleishman.com](http://www.fleishman.com)

The Internet has changed the way Canadians communicate and is changing the way companies do business. Web-logs, or “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

### 10:00 MOVEMENT-BUILDING ONLINE

NEW & INNOVATIVE



**Kevin McCann, Vice President, Online Development, Grassroots' Enterprise Inc. & Founder, Fair Deal For Newfoundland, Washington, D.C.**  
[www.grassroots.com](http://www.grassroots.com)

How is an online movement built? How do you turn passive participants into fervent activists? What makes supporters leap on to your “engagement highway”? In this session, hear from Kevin McCann, Vice President of Online Development at Grassroots Enterprise. Kevin has

built and helped launch online campaigns for Fortune 100 corporations, political efforts, associations, national non-profit groups, the Canadian Foreign Service and the U.S. Government. He also founded and led one of the most successful online grassroots movements in Canadian history, [www.FairDealForNewfoundland.com](http://www.FairDealForNewfoundland.com). In little over a month, the campaign engaged over 27,000 activists, and succeeded in helping spur a \$2.6 billion dollar agreement for the province.

### 11:00 NETWORKING REFRESHMENT BREAK

### 11:15 LEADERSHIP & COMMUNICATION



**Kellie Garrett, Senior Vice President, Strategy, Knowledge & Reputation, Farm Credit Canada & Vice Chair, IABC Research Foundation**  
[www.fcc-fac.ca](http://www.fcc-fac.ca)

Many communicators are annoyed that they aren't at the mahogany table or can't sufficiently influence senior management. To address this problem, they first need to look in the mirror. Communicators are in an ideal position to serve in leadership positions and dialogue with leaders. However, just as the shoemaker's kids go barefoot, communicators often don't listen to their own wise counsel when conducting themselves within their organizations. Learn how influence leaders in your organization and unleash your inner leader by understanding leadership principles, personal brand and your reputation with colleagues.

# DAY TWO cont'd. ~ Tuesday, April 25, 2006

## 12:15PM NETWORKING LUNCHEON

### 1:30 COMMUNICATING WITH A DIVERSE AUDIENCE

A MUST-SEE!



**Valerie Chavossy, Director,  
Corporate Communications  
City of Toronto**  
[www.toronto.ca](http://www.toronto.ca)

The City of Toronto's Corporate Communications Division is responsible for a wide range of communications and customer service activities including strategic, corporate and employee communications, coordinating the City's emergency communications activities, media and multi-media services, design and web services, the City's corporate call centre (Access Toronto), tours and educational presentations and multilingual services. The size, complexity and diversity of Toronto present unique challenges for municipal decision-makers and unique opportunities for effective communications. This session will give participants some insight into the communications activities undertaken to reach out to diverse audiences, and what contributed to the City's successes and lessons learned.

### 2:30 BEST PRACTICES EXCHANGE COMMUNICATIONS STRATEGY

In this interactive session, delegates will break into small groups and share their very own lessons learned and best practices in communications. Notes will be collected from each group and a report will be e-mailed to all delegates afterwards.

## 3:30 HOW TO GET THE MEDIA'S ATTENTION

**Ian Caldwell, CTV Evening News**  
[www.ctv.ca](http://www.ctv.ca)

**Derek Stoffel, National Reporter, CBC RADIO NEWS**  
[www.cbc.ca](http://www.cbc.ca)

**Cathryn Motherwell, Deputy Editor,  
Report on Business, Globe and Mail**  
[www.theglobeandmail.com](http://www.theglobeandmail.com)

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 SESSION ENDS AND CONFERENCE CONCLUDES



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

### MANAGING EXPECTATIONS IN CRISIS MANAGEMENT – A PRACTICAL APPROACH ON HOW TO PREPARE YOURSELF AND YOUR SPOKESPEOPLE IN TIMES OF CRISIS

**Betty Alexander, President, Xposure PR, [www.xposurepr.com](http://www.xposurepr.com)**

Crisis management is the most difficult area of public relations to master. Depending on the crisis in question, it requires considerable insight into understanding when the time is right to speak openly, and when it is best to withhold information. Given the immediacy of the Internet and the rapid fire delivery of information, we are even more challenged to make the right decisions without the luxury of “breathing” time. Today’s expectations for communications are high. The problem practitioners face today is avoiding the trap of speaking without thinking – even when there is precious little time left to think.

At this presentation and interactive hands on workshop, delegates will have an opportunity to examine the following:

- Technology and media forces at work that are driving crisis management strategies today
- Common pitfalls that companies fall into when trying to communicate during a crisis
- How much can realistically be done ahead of time and what types of procedures can be put in place as part of the pre-planning process
- How do you assess the quantity – and quality – of information you wish to impart and how do you manage access to that information?
- How do you deal with and/or leverage your stakeholder community to your best advantage?
- How do you prepare a crisis plan and key messages?

Participants will also learn to conduct media interviews and deal with difficult questions and other potential negative media situations in a crisis situation. There will be an opportunity to participate in mock media interviews.



**Betty Alexander** founded Xposure PR Inc. in 1997 to provide a service for companies looking to increase their profile in the industries they serve. She was one of the founding directors of the Advanced Technology Practice at Hill and Knowlton, a large, multi-national public relations firm. She later became a director of the Consumer Division with the same agency. She also managed the PR Division at Panasonic and since 1985 has worked with a variety of clients in the B2B marketplace as well as consumer-focused companies including Bell Canada, Microsoft Canada, BCE Place, Interac, Kraft Canada, Thomas J. Lipton, Oscar Mayer and Procter & Gamble. Betty is a member of CPRS and IABC. Betty and her team at Xposure PR have been recognized for their award-winning work by the International Association of Business Communicators. [www.xposurepr.com](http://www.xposurepr.com)

- OR -

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

### FROM PIXELS TO PRINT: GETTING THE MOST FROM YOUR DIGITAL CAMERA PART 1: A WORKSHOP DESIGNED FOR COMMUNICATORS

**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

DON'T FORGET TO BRING YOUR CAMERA & MANUAL



**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).

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

### CONTENT MANAGEMENT FOR AN EFFECTIVE WEB SITE

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

In this session, you will learn tactics and strategies to create and maintain an effective web site. Specifically, you will learn how to:

- Justify and measure your web site efforts – and get the recognition, buy-in and internal support you've been looking for
- Integrate and balance the many and often conflicting needs and expectations of shareholders, management, employees and customers
- Sort out the pros and cons of the two schools of thought for web site management – centralized or decentralized – and determine which is right for you
- Use the latest tools and techniques to help you communicate with key audiences – faster, easier and more effectively
- Adopt new tips and tactics for redesigning your site – and avoid becoming the next "lesson learned"

Topics will include:

- Content management overview
- Research techniques
- Metrics
- Surveys
- Focus groups
- Strategy & planning
- Research techniques
- Technology
- Return on investment (ROI)
- Usability testing



**Carmine Porco** has over 18 years of experience in the areas of Internet consulting, IT management, and software development. His strengths include employee self-service, content management, e-learning, customer care and Internet commerce primarily in the financial, government, health, energy and retail sectors.

Carmine runs the Toronto practice and operations and provides strategic counsel to numerous clients across North America including California Association of Realtors, British Columbia Lottery Corporation, Royal Bank (RBC Financial Group), Greater Vancouver Regional District, Tourism PEI, Ontario Realty Corporation and others. [www.PrescientDigital.com](http://www.PrescientDigital.com)

- OR -

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

### FROM PIXELS TO PRINT: GETTING THE MOST FROM YOUR DIGITAL CAMERA

#### PART 2: INTERMEDIATE LEVEL

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

This workshop is designed for those who have a good grasp of photography and wish to take it beyond the beginner level (and for those who have completed part 1). If you have reached a point where your self-study cannot take you any further this workshop is for you. You will learn:

- Posing – choosing appropriate poses to compliment your subject
- Lighting – understanding and controlling light to create better images
- Composition – learning how to compose a better photo (what to include, what not to include, and where to place your subject within the frame)
- Organizing and manipulating photo files using Photoshop

**DON'T FORGET TO BRING YOUR CAMERA & MANUAL**

You will have ample opportunity to ask a professional your specific questions and concerns.

**For information on instructor Stephen Scott, please refer to workshop B on the previous page.**

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

#### USING BLOGS TO ENGAGE EXTERNAL AUDIENCES IN CONVERSATION

**Leona Hobbs, Vice President, Fleishman-Hillard Canada Inc., [www.fleishman.com](http://www.fleishman.com)**

As communications professionals, we understand there are conversations happening inside and outside the walls of our organization. Blogs provide a unique way for organizations to engage in those conversations – with stakeholders, influencers and customers.

In this workshop, you'll learn practical approaches to evaluate the use of blogs for your organization and set an appropriate strategy to achieve your communications objectives. Topics to be explored include:

- Identifying evangelists & influencers
- Evaluating the conversation
- Tips and ideas to keep the corporate blog alive and expanding the conversation
- Blog monitoring
- Championing the corporate blog
- Blogger relations

**Leona Hobbs** provides counsel to leading Canadian companies to help them achieve their communications goals by using the Internet. Her recent experience includes strategic counsel about audience engagement and media relations activities for the Canadian operations of Yahoo!, the world's leading Internet brand. [www.fleishman.com](http://www.fleishman.com)

- OR -

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

#### JUMP-START YOUR PUBLIC RELATIONS AND BUSINESS COMMUNICATIONS SKILLS WITH... THE EFFECTIVE WRITING WORKSHOP

**Jay A. Rubin, President, RRM Communications**

Packed with practical advice, planning tools, checklists and instructive exercises, this hands-on seminar is designed for public relations practitioners and other business communicators who seek a more productive approach to their written work. Participants learn quick and effective writing and editing techniques that can be applied to various external and internal communications including media releases, captions, letters, e-mails, reports, memos and more.

Key topics covered in THE EFFECTIVE WRITING WORKSHOP include:

- Targeting and motivation: "How to generate interest and encourage action"
- Winning Words: "How to be concise, credible and persuasive"
- Accentuating the positive: "How to play up strengths not weaknesses"
- Bridging and flagging: "How to always stay on point"
- Choosing an appropriate style: "How your topic influences your tone"
- Watching for sensitivities: "How to be positive and inclusive"



**Jay A. Rubin** is an award-winning public relations writer and strategist who provides a wide range of communications services for some of the best-known corporations. In addition, he conducts public relations and business writing workshops in association with SCOOP, *Seminars for the Savvy Publicist*, and other organizations. Mr. Rubin is also an adjunct associate professor at New York University where his popular courses include "Writing Essentials for Public Relations and Corporate Communications" and "The Press Release Workshop." Mr. Rubin can be reached at [jar5@nyu.edu](mailto:jar5@nyu.edu) or 201-445-7620.

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

**MEDIA RELATIONS – DAVID ISRAELSON, MEDIA PROFILE**

**David Israelson, Vice President and Partner, Media Profile, [www.mediaprofile.com](http://www.mediaprofile.com)**

When you want to reach the public, engaging the media, encouraging their interest and even knowing who to contact and how to do so are crucial. This session with David Israelson, an experienced journalist who now works in public relations, will analyze how to break through the barriers, how to discover which media and journalists are key, how to build and maintain relationships and how to make sure everyone agrees on and understands the ground rules.



**David Israelson** joined Media Profile after an exciting career as one of Canada's most prominent journalists. A trained lawyer who became a business writer, author and foreign correspondent for the *Toronto Star*, he has turned his skill and experience to provide a wider range of strategic services to key Media Profile clients.

He has played a key role in communications for the Toronto Waterfront Revitalization Task Force and has been managing services for clients that include the Greater Toronto Airports Authority, Gowling Lafleur Henderson LLP and a number of environmental organizations. [www.mediaprofile.com](http://www.mediaprofile.com)





Summers

**DIRECT** presents:

4625 Thistledown Lane,  
Niagara Falls, Ontario  
L2H 3A9

# Canada COMMUNICATIONS Conference

**APRIL 24 & 25, 2006**

InterContinental Toronto Centre,  
225 Front Street W., Toronto

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

## PLEASE REGISTER ME FOR:

**IABC MEMBER SAVINGS**  I am an IABC Member. Save an additional \$50 if you register for one day or an additional \$100 if you register for both days and \$25 on each workshop.

**BEST VALUE!**

REGISTER BEFORE  
MARCH 16

Canada Communications Conference - Both Days (April 24 & 25, 2006) + 2 workshops of your choice \$1699 + \$118.93 (7%) GST = \$1817.93 (PLEASE SELECT FROM THE WORKSHOPS LISTED BELOW)

### EARLY BIRD! Save \$100 Before March 15 (DOES NOT INCLUDE WORKSHOPS)

- Canada Communications Conference  
**Both Days** (Apr. 24 & 25) \$999 + \$69.93 (7%) GST = \$1068.93
- Canada Communications Conference  
**Day 1 Only** (Apr. 24) \$599 + \$41.93 (7%) GST = \$640.93
- Canada Communications Conference  
**Day 2 Only** (Apr. 25) \$599 + \$41.93 (7%) GST = \$640.93

OR

### REGULAR PRICING March 16 (DOES NOT INCLUDE WORKSHOPS)

- Canada Communications Conference  
**Both Days** (Apr. 24 & 25) \$1099 + \$76.93 (7%) GST = \$1175.93
- Canada Communications Conference  
**Day 1 Only** (Apr. 24) \$699 + \$48.93 (7%) GST = \$747.93
- Canada Communications Conference  
**Day 2 Only** (Apr. 25) \$699 + \$48.93 (7%) GST = \$747.93

### Choose one morning and/or afternoon workshop per day:

(Cost per workshop: \$399 + \$27.93 (7%) GST = \$426.93)

- Workshop A – Managing Expectations in Crisis Management** (Apr. 26 AM)
- Workshop B – From Pixels to Print: Part 1** (Apr. 26 AM)
- Workshop C – Content Management for an Effective Web Site** (Apr. 26 PM)
- Workshop D – From Pixels to Print: Part 2** (Apr. 26 PM)
- Workshop E – Using Blogs to Engage External Audiences in Conversation** (Apr. 27 AM)
- Workshop F – The Effective Writing Workshop** (Apr. 27 AM)
- Workshop G – Media Relations** (Apr. 27 PM)

## 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: \_\_\_\_\_

## REGISTER BY...

**PHONE 1-866-869-7969**

**FAX 1-905-374-2243** (fax back this page)

**E-MAIL register@summersdirect.com**

**MAIL** SummersDirect Inc.  
4625 Thistledown Lane,  
Niagara Falls, ON L2H 3A9

## VENUE & RESERVATIONS

InterContinental Toronto Centre,  
225 Front Street West, Toronto

**For reservations, please call 1-800-422-7969,  
or visit [www.torontocentre.intercontinental.com](http://www.torontocentre.intercontinental.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 \$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**.