



IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

CANADA WEST

# Ranges to the Ridge

GUIDING OUR AUDIENCES THROUGH  
THE COMMUNICATIONS EXPERIENCE

IABC Canada Western Region Conference  
Banff Park Lodge Resort Hotel &  
Conference Centre, Banff, Alberta  
November 8 – 10, 2009

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**IABC** INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

CANADA WEST

IABC Canada Western Region (CWR) represents and supports IABC chapters and their leaders in the Western Canadian provinces (BC to Manitoba) and the Polar chapter. CWR provides development to chapter leaders and idea/best practices sharing to enhance the operations of individual chapters. The region works closely with its counterpart in Eastern Canada to manage the national Silver Leaf Awards and the Master Communicator Award.

Welcome to one of the most precious protected places in the world. A visit here allows you a chance to experience the spectacular **Rocky Mountains** and its glacier-fed lakes up close, wildlife at its wildest and the small town charm that only **Banff** can offer.

## About Banff

Banff National Park is set in the heart of the Canadian Rockies. The largest community within Banff National Park is the Town of Banff, which is home to just over 8,700 residents. The Town attracts roughly 4 million visitors each year who come to experience everything from the most exquisite cuisine to every type of outdoor activity imaginable to world class arts and cultural displays.

Banff is a unique destination, and takes pride in accommodating visitors and providing tourism services, without losing the charm of a small mountain community.

The Town of Banff is in the province of Alberta in the southwestern corner of Banff National Park, just west of Calgary. The townsite is about 90 minutes from Calgary via the Trans Canada Highway, and less than two hours from Calgary International Airport. The Hamlet of Lake Louise is 50 minutes further west, also within Banff National Park.

Because the Town of Banff is less than 4 km<sup>2</sup> and surrounded by mountain parkland and wilderness, the community really does share its space with the wildlife. Some say that a local on their way to work is as likely to see a deer as a neighbourhood dog. Elk, sheep and bear sightings are not uncommon near this town filled with trees, parks and trails.

# Pre and Post-Conference Recreational Opportunities

Banff is a vibrant, bustling little village, filled with sites to explore and experiences to enjoy, most of which can be reached by foot or via the country's only all-hybrid bus fleet, ROAM public transit. Activities around town include:

- A trip to the Upper Hot Springs
- The Banff Gondola
- Trail Rides
- Carriage Rides
- Museums & Historic Sites
- Shopping
- Dining
- Movies
- Night Life
- Seasonal Special Events
- The Banff Centre

## Discover Banff Tours

1-877-565-9372

[lindsey@banfftours.com](mailto:lindsey@banfftours.com)



For individuals that may be staying before or after the conference, Discover Banff Tours provides sightseeing tours and activities all year for individuals and small groups. Using mini-buses and vans personalizes our tours of Banff National Park and gives you plenty of time to chat with our friendly, local and

professionally trained guides. Plus hotel pick up and drop-off, refreshments, snacks, and use of binoculars are included on most tours! Banff Tours has a GPS self driving tour called Gypsy Guide for \$39/day — it is very cool.

Visit [www.banfftours.com](http://www.banfftours.com) to check out all their special activity options.

## White Mountain Adventure

Tomoe Yamagata

1 (403) 760 4403 ext. 24

[tomoe@whitemountainadventures.com](mailto:tomoe@whitemountainadventures.com)



White Mountain Adventures is an active travel and activity company based in Banff with a strong commitment to learning about nature in the outdoors.

Activities range from 1/2 and full day activities around the towns of Banff, Canmore and Lake Louise to multi-day camping, hiking, and wildlife watching trips across Alberta and British Columbia.

**Specially priced options  
for our IABC group**

### Johnston Canyon Walk

(3 1/2 hours): \$60 per person

### Lake Louise Tour

(4 hours): \$50 per person

### Grotto Canyon Walk

(3 hours): \$60 per person

### Banff tour & Tunnel Mountain Hike

(3 hours): \$45 per person

# Getting to Banff

## **Banff Adventures Unlimited**

[www.banffadventures.com](http://www.banffadventures.com)

For over a decade, Banff Adventures Unlimited has helped visitors experience the best of Banff National Park and the Canadian Rockies. Offering the full array activities available, we specialize in providing convenient service, allowing our guests to spend more time playing in the mountains and less time planning for them. Whether you seek a calm retreat or a heart-pounding adventure, we are sure to have a trip to satisfy.

To learn more about all of these adventure packages, visit [www.banffadventures.com](http://www.banffadventures.com)

## Great online resources

The best place to learn more is [www.banff.ca](http://www.banff.ca) where you can click on *Visitors* to find the insider's guide to Banff. This municipal website gives the local's perspective on events and activities, and you can even check out a few top 10 activity lists. Another great resource is [www.banfflakelouise.com](http://www.banfflakelouise.com). This is the site managed by Banff Lake Louise Tourism.

## By Air

Banff is easily accessible from Calgary International Airport, a hub for world-wide connections. Major airlines operating regular flights to Calgary include Air Canada, Westjet, American Airlines, United Airlines, Continental Airlines, and Northwest Airlines.

Scheduled van and motorcoach services connect Banff with Calgary Airport, with frequent departures throughout the day. Check out:

- 1) [www.banffairporter.com](http://www.banffairporter.com)
- 2) [www.rockymountainsskyshuttle.com](http://www.rockymountainsskyshuttle.com)
- 3) <http://www.explorerochies.com/airport-shuttles/>

All major car rental agencies are represented at the Calgary International Airport, and some also have outlets in Banff. The airport Rental Car Centre is located on the departures level across the roadway from the main terminal building.

## By Shuttle

For the folks flying in there is a shuttle from the Calgary airport to Banff. The shuttle will drop off & pick up from the Banff Park Lodge front doors. Please contact: charter@banffairporter.com or 1-888-449-2901.

Delegates receive a 15% discount.

To book online please visit:

[www.banffairporter.com](http://www.banffairporter.com)

Username: iabc

Password: iabc11 (all lower case)



## By Car

Transportation to and from Banff is easy on Canada's national Highway 1, the Trans-Canada Highway. The drive from Calgary International Airport takes a little less than 2 hours, a distance of 145 km (90 miles). Because Banff townsite is inside Banff National Park, you will need to purchase a national park pass at the Park gate. Rates are \$9 per day per person, or \$18 per day for a car with 2-7 people.

- Exit the airport parking and car rental lot and follow signs for Barlow Trail and City Centre
- Follow Barlow Trail South to 16th Avenue
- Turn right (west) on 16th Avenue
- 16th Avenue becomes Trans-Canada Highway 1, which takes you directly to Banff
- After approximately 120 km (72 miles), stop at the National Park Gates to obtain your Park Pass
- 15 minutes past the park gate, exit Highway 1 at the Banff/Lake Minnewanka exit
- Turn left at the exit ramp stop sign onto Banff Ave

# Pre-Conference Workshops

8:30 a.m. – 12:30 p.m.

## Workshop A: Communicating in a Multi-Generational Workplace

### Glenna Cross

ABC, Master Communicator, Cross Wise Communications Ltd., Calgary, AB  
[www.cross-wise.ca](http://www.cross-wise.ca)

Understanding who is in today's multi-generational workplace and how best to work with or for them is essential for building successful working relationships.

Learn to recognize the generational differences in lifestyles, expectations, motivations, priorities, and work ethic through this highly interactive and fun workshop that will cover:

- Why understanding the wants/needs of each generation is helpful.
- The characteristics of each generation.
- The communication needs, preferences and turn offs for each generation.
- The human resources demands and preferences for each generation in terms of recruitment/retention, performance feedback, mentoring and learning and development.
- What communicators can do to build effective multi-generational strategies.
- How to use multi-generational understanding to become a more effective communication coach for internal clients.

By the end of the workshop you can expect to have laughed with your own generation, challenged your assumptions of other generations and discovered some fundamentals common to all generations. Armed with these insights, you will have developed a list of actions to improve your personal communication effectiveness and new tools to help your clients with their communication.

## Workshop B: Table-Top Crisis Exercise and Lessons Learned — 9/11, Hurricane Katrina

### Barry MacDonald

BARIC Continuity Services Inc.,  
Toronto, ON  
[www.bariccontinuity.com](http://www.bariccontinuity.com)

### Kristin Abraham

North Shore Credit Union,  
North Vancouver, BC  
[www.nscu.com](http://www.nscu.com)

It's 9:35 AM and you are sitting in a meeting. All of a sudden, the fire alarm goes off and everyone around the table looks at one and other. Someone speaks up and says, "I guess we're supposed to leave the building... aren't we?"

If you've ever wondered what actually happens in a disaster situation, you won't want to miss this session. Over the next 3 hours, BARIC Continuity Services will conduct a Table-top Crisis Exercise similar

to the one conducted for North Shore Credit Union (NSCU) in 2008. During the exercise, which will cover a 4 – 5 day period, participants will be provided with a day-by-day escalating crisis scenario.

Participants will be broken out into various work-groups (HR, Facilities, Sales, IT, Customer Service, etc.) and assigned tasks. Participants are encouraged to be actively involved. Together in your work group you will discuss what action steps should be taken based upon the scenario or situation. These action steps will be presented and discussed amongst the entire group.

At the end of the exercise, participants will have had the opportunity to walk through a sample disaster situation and will take away ideas and notes for their own company's Business Continuity Plan.

At the completion of the exercise, Barry will share "lessons learned" from his participation in the 9/11 and Hurricane Katrina disasters.

1:30 p.m. – 4:00 p.m.

### **Workshop C: Moments of Clarity: Communications Auditing**

#### **Elaine Dixson**

APR, ABC, Master Communicator,  
Key Concepts LTD., Calgary, AB  
[www.keyconcepts.ca](http://www.keyconcepts.ca)

Few things are as clarifying in communications work as a good communications audit. Spend this half-day workshop exploring audits as a communications management tool. The session will cover the strategic purpose and different types of audits, including departmental audits, internal communication audits, social audits, and public relations audits. The workshop will also introduce you to the various auditing tools and techniques, and you'll learn about the practical uses of audit results, including how audits can be used to establish benchmarks and baselines, surface capability and capacity gaps, and refresh long-running programs or vehicles.

### **Workshop D: Leading Leaders: Understanding and Influencing Leaders**

#### **Karen Lee**

ABC, Master Communicator,  
The KJ Lee Group, Vancouver, BC

To survive in 2009, organizations must respond quickly to changing market conditions without losing the confidence of anxious internal and external stakeholders. It's rough sailing for our leaders, who are trying to steer with poor visibility, no compass and a map that's suddenly out of date. This is exactly the kind of turbulent,

complex environment that researchers have found presents huge opportunities for communicators. This is when our expertise and counsel can make a difference.


So how can we help our leaders lead? How can we get their attention? What type of support do they need? What do they fear? What roadblocks do they face? What advice and counsel do they find most valuable? What does the research tell us leaders want from communicators?

In part one of this workshop, participants will analyze leaders as an audience -- demographics, values, beliefs, biases, strengths, weaknesses, communications research – and discuss what organizations expect from leaders in times of uncertainty and change.

In part two, Karen will share what she has learned coaching executives and training managers in three different scenarios: to enhance employee engagement; to facilitate a merger; and to support organizational re-structuring.

In the final part of the workshop, Karen will take participants through a condensed version of the training she uses to help managers become exceptional communicators.

## Keynote Address


 4:30 p.m. – 5:30 p.m.

### Richard Bartrem

Vice-President,  
Culture and Communications — WestJet

In an industry rife with failure and renowned low-service standards, WestJet's Big Idea in 1996 was "Hey let's start an airline!" Join Richard Bartrem, WestJet's Vice-President, Culture and Communications as he takes you through how WestJet became one the most commercially successful airlines in the world. Ultimately, WestJet's success comes from having the right corporate culture led by an engaged internal audience and Richard will share WestJet's five big ideas to getting it right.

## Silver Leaf Awards Gala Dinner

 5:30 – 8:30 p.m.

The stars shine – this can mean you – at the annual Silver Leaf Awards Gala Dinner celebrating national communications excellence. Enjoy a scrumptious meal, network with new and renewed colleagues and cheer for the best of the best in our profession. Included in your conference fee.



# Day 1 Schedule of Events

## Monday, November 9, 2009

8:00 a.m. Registration and Continental Breakfast

8:45 a.m. Welcome and Opening Remarks

9:00 a.m. **General Sessions**

- The Crisis Plan Doesn't Cover Day 3
- Taking the 'Corporate' Out of Corporate Communications

11:00 a.m. Networking Refreshment Break

*Sponsored by: Merlin Edge Inc.*

11:30 p.m. **Concurrent Breakout Sessions**

*Session A:* Using the Excellence Model to Evaluate Your Communications Function

*Session B:* Benchmarks, Best Practices and Great Ideas in Annual Reporting

*Session C:* Effective Communication in a 2.0 World

12:45 p.m. Networking Luncheon

2:00 p.m. **Concurrent Breakout Sessions**

*Session A:* Issues Management: How to Turn Reactive into Proactive

*Session B:* The Evolution of Engagement at The City of Calgary

*Session C:* Edmonton's Succeed Sooner Campaign

3:00 p.m. Networking Refreshment Break

*Sponsored by: University of Calgary*

3:30 p.m. **Research Doesn't Lie:  
Evaluating the Effectiveness  
of Your Speaking Style**


4:30 p.m. **Closing Remarks; End of Day 1**

6:30 p.m. **A Night at Wild Bill's Saloon**

# Monday, November 9, 2009

## General Sessions

### The Crisis Plan Doesn't Cover Day 3: The Maple Leaf Case Study


 9:00 a.m.

#### Linda Smith

Fleishman Hillard, Toronto, ON  
[www.fleishman.ca](http://www.fleishman.ca)

Linda Smith, has worked on more than 20 recalls, fires, ammonia leaks and evacuations over her career. She has also created globally-coordinated crisis plans. In 2007, Linda's client, Maple Leaf Foods, faced an unprecedented recall and recovery effort. While a crisis plan speaks to organizing principles, a company needs much more to get through a major event and recover corporate reputation and market share. Linda will share her insights.

### Taking the 'Corporate' Out of Corporate Communications

 10:00 a.m.

#### Steve Crescenzo

Crescenzo Communications, Chicago, IL  
[www.crescenzocomm.com](http://www.crescenzocomm.com);  
BLOG: [corporatehallucinations.com](http://corporatehallucinations.com)


Are you in a rut? Are you tired of doing the same kinds of stories the same way . . . Over and over again? Do you find that you're

even boring YOURSELF as you put together content? Here's the bottom line: Corporate communications doesn't work anymore. We need to take the "corporate" out of corporate communications, and replace it with "creative." In this fun, practical session, noted communications expert Steve Crescenzo will show you:

- How to take those tired old stories and flip them upside down — so that people actually pay attention to them
- How to start using the new tools available to communicators — including social media and multimedia channels
- How to find and tell the kinds of stories that will cut through the information clutter that is so rampant in your organization
- How to start using all of your channels together to reach, engage, motivate, and inform your various audiences
- How to start using your vehicles to change the culture in your organization from "We've always done it this way," to "Let's try something different and see if it works."

#### Networking Refreshment Break

*Sponsored by: Merlin Edge Inc.*

 11:00 p.m.

## Concurrent Breakout Sessions — 11:30 a.m.

### Session A: Using the Excellence Model to Evaluate Your Communications Function

#### Glenna Cross

ABC, Master Communicator, Cross Wise Communications Ltd., Calgary, AB  
[www.cross-wise.ca](http://www.cross-wise.ca)

The Excellence Model (IABC Research Foundation project) provides a practical and understandable benchmark against which your communications function can be compared. It outlines the “Knowledge Core” communicators need to bring to the table; the “Shared Expectations” necessary between the leadership team and communicators; and, the “Organizational Culture” in which both must operate to achieve Excellence.

The model provides a coherent and objective picture for your senior leaders to see what professional communications is or could be. Learn how you can use this well researched and credible model in self evaluation or in a communications audit.

### Session B: Benchmarks, Best Practices and Great Ideas in Annual Reporting

#### Chuck Midgette

Blunn & Company, Toronto, ON  
[www.blunnco.com](http://www.blunnco.com)

Whether on-line or in print, the annual report is still the single most effective way to ensure your company’s story is delivered to the right audience, in the right context, with the most

impact. This highly-visual session will explore the latest trends in annual report design and content based on a comprehensive annual review of hundreds of leading North American and European annual reports by Blunn & Company Inc. and Craib Design and Communication.

### Session C: Effective Communication in a 2.0 World

#### Steve Crescenzo


Crescenzo Communications, Chicago, IL  
[www.crescenzocomm.com](http://www.crescenzocomm.com);  
BLOG: [corporatehallucinations.com](http://corporatehallucinations.com)

The online environment has changed dramatically in the past two years. The old mantra of “people don’t read online” simply isn’t true anymore. People do read online... but they also want to listen to audio, watch video and interact with the content. Creating content in this new online world involves more than just writing words—it’s about changing the way you think about your content.

In this session, you’ll learn how to:

- Create 2.0 content that people will actually pay attention to
- Use multimedia vehicles and social media to draw more readers to your site—and keep them there
- Change your writing style—and help executives change their writing styles—to reach the 2.0 audience

#### Networking Luncheon

 12:45 p.m.

## Concurrent Breakout Sessions — 2:00 p.m.

### Session A: Issues Management: How to Turn Reactive into Proactive

#### **Cynthia Lockrey**

City of Richmond, Richmond, BC  
[www.richmond.ca](http://www.richmond.ca)

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.

### Session B: The Evolution of Engagement at The City of Calgary

#### **Cindy Pickett**

City of Calgary, Calgary, AB  
[www.calgary.ca](http://www.calgary.ca)

Learn how The City encouraged politicians and senior management to build a policy mandated corporate-wide public engagement practice. Cindy will share the tools, processes and resources needed to succeed along with the strategies necessary to meet the changing needs of citizens now and into the future.

### Session C: Edmonton's Succeed Sooner Campaign

#### **Marlene McNaughton**

DDB, Edmonton, AB  
[www.ddbcanada.com](http://www.ddbcanada.com)

What can raising awareness among 15,000 people who have never heard of your city mean to a place like Edmonton? Imagine an advertising return on investment that could drive \$900 million into your organization. That's what City of Edmonton economists estimate attracting 15,000 newcomers to Edmonton would be worth. Not a random number, 15,000 is the number of students who increased their level of awareness and their potential interest in living and establishing their career in Edmonton following a one-month marketing and awareness campaign.


Edmonton's research-driven campaign was developed in response to data that showed low awareness, combined with misinformation and confusion about what Edmonton has to offer, placed Edmonton lower on potential city choices for young people living in Ontario.

The City of Edmonton teamed up with Edmonton Economic Development Corporation (EEDC), and local stakeholders and businesses to change the situation. They retained DDB in the fall of 2007, to put together a marketing and awareness campaign to shift perceptions of what Edmonton has to offer.


Learn how to develop a research-driven strategy that gets results. We'll discuss insight development, advertising strategy, precise audience targeting, creative development, and how we used evaluation to get the most out of this advertising opportunity.

## Networking Refreshment Break

*Sponsored by: University of Calgary*

 3:00 p.m.

## Research Doesn't Lie: Evaluating the Effectiveness of Your Speaking Style

 3:30 p.m.

### Tom Mucciolo

MediaNet, Inc., New York, NY


[www.medianet-ny.com](http://www.medianet-ny.com)

A comprehensive study identifies the preferences by audiences of a person's presentation skills. Based on the findings, it is now possible to pinpoint the exact elements that make a speaker more (or less) effective, depending on the type of audience. Focusing on the 21 skill areas inherent in every speaker, these findings reveal that delivering the same presentation to different groups of learners will yield different outcomes, based on the learner preferences. A special assessment tool now offers communicators a measurable way to classify speakers according to the skills that appeal to specific groups for specific purposes, thus maximizing communication efficiency.


By the end of this session, you will be able to:

- Understand the 21 skill categories within a presenter
- Recognize distinct types of learners
- Identify the skill preferences of different learners
- Use a special assessment form to measure effectiveness

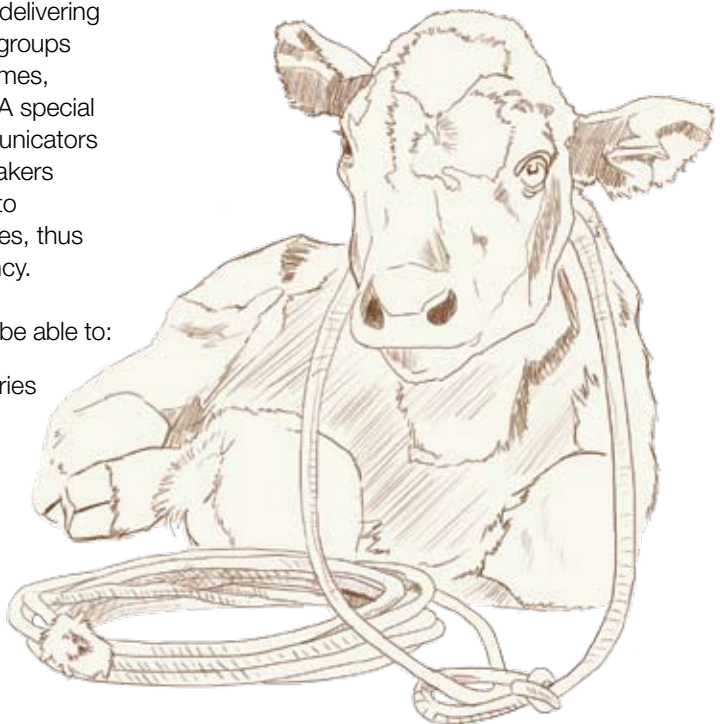
## Closing remarks; End of Day 1

 4:30 p.m.

## A Night at the Wild Bill's Saloon (Additional charge of \$50)

 6:30 p.m. – 9:30 p.m.

At this year's conference we thought we'd whoop it up in one big Wild West venue as opposed to our traditional Dine Around conference option. Wild Bill's Legendary Saloon is centrally located on the main street of Banff, Alberta, Canada and it is an absolute hoot according to our local experts. We will have a great dinner, then spend the evening taking line dance lessons and mastering our calf roping skills. At the end of the night we'll crown our very own IABC Calf Roping Champion.




# Day 2 Schedule of Events

## Tuesday, November 10, 2009

- 7:45 a.m. Early bird roundtables with ABCs
- 9:00 a.m. **General Sessions**  
*Panel: The Impact of Economic Change*
- 10:00 a.m. Networking Refreshment Break  
*Sponsored by: Merlin Edge Inc.*
- 10:30 p.m. **Concurrent Breakout Sessions**  
*Session A: Doing Research Inexpensively to Support Strategic Plans*  
*Session B: A Gold Quill Case Study — Banff Refreshing: Changing the way people think about construction*  
*Session C: Visually Speaking: The Basics of Winning Presentations*
- 12:00 p.m. Networking Luncheon
- 1:30 p.m. **Concurrent Breakout Sessions**  
*Session A: Divided Audiences — Collective Shift! Changing Opinion in Canada's Favorite Game*  
*Session B: Diversity, Segmentation and Targeting in Media Relations*  
*Session C: TBA*
- 2:30 p.m. Networking Refreshment Break
- 3:00 p.m. **The Care and Feeding of a C.E.O.**
- 4:00 p.m. **Closing Remarks;  
Conference concludes**

# Tuesday, November 10, 2009

## Early Bird Roundtables with ABCs

 12:45 p.m.

Participate in this small-group format, led by Accredited Business Communicators (ABCs), to share ideas and mine for answers to your current communications dilemma. Hot topics for three roundtables to be confirmed in June.

## General Sessions

### Panel: The Impact of Economic Change

 9:00 a.m.

#### Steve Crescenzo

Crescenzo Communications, Chicago, IL  
[www.crescenzocomm.com](http://www.crescenzocomm.com);  
BLOG: [www.corporatehallucinations.com](http://www.corporatehallucinations.com)

#### Tim Olafson


Executive Vice President, Public Affairs,  
Angus Reid Strategies, Calgary, Alberta  
[www.angusreidstrategies.com](http://www.angusreidstrategies.com)

#### Peggy Garritty

Senior Vice President, Communications and  
Corporate Responsibility, ATB Financial,  
Edmonton, Alberta  
[www.atb.com](http://www.atb.com)

#### Networking Refreshment Break

*Sponsored by: Merlin Edge Inc.*

 10:00 a.m.

## Concurrent Breakout Sessions — 10:30 a.m.

### Session A: Doing Research Inexpensively to Support Strategic Plans

#### Elaine Dixson

APR, ABC, Master Communicator,  
Key Concepts LTD., Calgary, AB  
[www.keyconcepts.ca](http://www.keyconcepts.ca)

If you want to support your strategic plans with good solid research, but are put off by the cost, come to this interactive presentation and learn about some valuable and innovative approaches to stakeholder research that don't cost the earth – all of which you can do yourself! Hear about contact and content captures, snowball and cluster calling, and how to use web survey tools effectively. Learn how to construct your research questions to maximize the quality of the results you get! Bring your questions about specific issues you've encountered in doing research – and get answers on the spot!

### Session B: A Gold Quill Case Study: Banff Refreshing: Changing the way people think about construction

#### Michelle Gurney

ABC, Town of Banff, Banff, AB  
[www.banff.ca](http://www.banff.ca)

The Town of Banff is a major Canadian tourist destination, with four million visitors annually descending upon the small town

of just over 8,000 residents. In 2007, with the 100-year-old infrastructure failing, the Town of Banff kicked off a \$22.8 million plan to replace its infrastructure and make its downtown more pedestrian friendly and reflective of the natural environment.

You'll learn how the Town:

- Mitigated construction and its impact on residents, businesses and visitors
- Maintained community buy-in using a three-phase communication plan
- Created a festival-like atmosphere downtown to keep visitors where business could be preserved

### Session C: Visually Speaking: The Basics of Winning Presentations

#### Tom Mucciolo


MediaNet, Inc., New York, NY  
[www.medianet-ny.com](http://www.medianet-ny.com)

Since the greatest percentage of the communication process is physical, this seminar emphasizes personal delivery styles and the mechanics of presenting. You will discover the power of body language, eye contact, and theatrical gestures for enhancing your personal effectiveness and style, including the techniques needed to maintain control of the audience through planned movement, key body angles, balanced gestures, and proper phrasing. The result is a practical, easily-applied approach designed to increase the delivery skills of those who communicate to groups of any size.

By the end of this session, you will be able to:

- Eliminate fear and anxiety by matching physical movement to content
- Use gestures to control attention and increase interaction
- Avoid common vocal problems and reduce distractions
- Develop a seamless integration of technology and delivery

### Networking Luncheon

 12:00 p.m.

## Concurrent breakout sessions — 1:30 p.m.

### Session A: Divided Audiences — Collective Shift! Changing Opinion in Canada's Favorite Game

#### Wendy Heshka

ABC, Communication Solutions,  
Kamloops, BC  
[www.solutiongroup.ca](http://www.solutiongroup.ca)

#### Sharon Stevens,

APR, Fellow CPRS, Communication  
Solutions, Kamloops, BC  
[www.solutiongroup.ca](http://www.solutiongroup.ca)

Opinion is hard to change. Behaviour is even harder. Especially when it relates to something people are passionate about. What is the key to effectively influencing opinion? It's all in the planning.

In this session, learn how communication strategy paid off in changing opinion on a top Canadian priority. No — not the environment, healthcare or the economy. Something even more engrained in our culture — hockey! This fascinating communication challenge features NHL players (Iginla, Doan, Recchi, and Sydor), powerful business leaders, lawyers and a Supreme Court judge in twists and turns that kept thousands of people on the edge of their seats.

Learn how research and measurement formed a foundation for an integrated communications plan that earned trust, maximized the power of influence to change opinion, engaged adversaries and managed media. Be inspired by how PR and legal formed a united crisis management team. And how in the end, the approach paid off with impressive results, including a vote by shareholders to sell their beloved hockey team and by newspaper readers as the second top news story of 2007. Take away ideas on “change communication” and how to get creative in achieving and measuring your results.

### **Session B: Diversity, Segmentation and Targeting in Media Relations**

#### **John Deveney**

ABC, APR, President,  
Deveney Communication, New Orleans, LA  
[www.deveney.com](http://www.deveney.com)

Campaigns that mirror and match the increasing segmentation and specialization of media outlets, communities and the public can reap rewards and results. This presentation reveals strategies that respond to and resonate with an increasingly diverse

public, as well as tricks, tips and tactics to secure media coverage, community support and recognition. Specific case studies are used to illustrate the strategies introduced during the presentation.

Become versed in:

- Advancing a national campaign targeting not the general public, but specific geographies, issues, ethnicities, sexual orientation, levels of affluence and age
- How an expanded appreciation of diversity and technology combined with good old fashioned media smarts can deliver big results
- The use of the Internet as your most valuable resource for identifying and reaching your targets

### **Session C. TIMELY TOPIC — TO BE ANNOUNCED**

## Networking Refreshment Break

🕒 2:30 p.m.

## The Care and Feeding of a CEO

🕒 3:00 p.m.

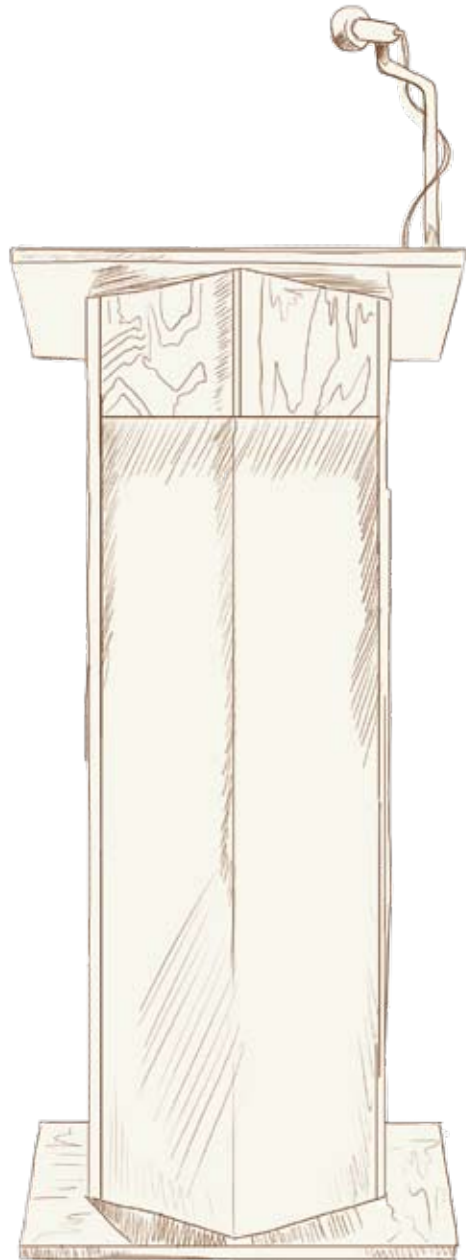
### Mark Schumann

ABC, Managing Principal,  
Towers Perrin

Any organization relies on the communication effectiveness of its senior leadership. Any communicator knows – many from firsthand experience – that achieving consistent impact is both an art and a science. This speech will address how to capture the appropriate persona of a leader to achieve business results, nurture the leader’s “inner communicator” and patiently support a leader’s involvement in the communication process.

## Closing Remarks; Conference concludes

🕒 4:00 p.m.



# Ranges to the Ridge

GUIDING OUR AUDIENCES THROUGH  
THE COMMUNICATIONS EXPERIENCE

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IABC Canada Western Region Conference  
Banff Park Lodge Resort Hotel &  
Conference Centre, Banff, Alberta  
November 8 – 10, 2009



SummersDirect Conference and Events is a conference planning company focused on you, communicators. We set ourselves apart from the rest with a concentration on customer service and value. We develop and produce quality communications conferences throughout all regions across Canada.

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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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# Conference Package Information

Registration form is available on the following page.

## IABC Members

IABC Members receive a \$200 (\$400 for early bird registration) discount for conference

### Conference + 2 workshops



**Early bird registration** (Before August 17) \$899 + \$44.95 (5%) GST = **\$943.95**

**Regular registration** (August 18 and later) \$1049 + \$52.45 (5%) GST = **\$1101.45**

### Conference + 1 workshop only

**Early bird registration** (Before August 17) \$799 + \$39.95 (5%) GST = **\$838.95**

**Regular registration** (August 18 and later) \$949 + \$47.45 (5%) GST = **\$996.45**

### Conference Only (Gala on November 8, 9 & 10, 2009)

**Early bird registration** (Before August 17) \$599+ \$29.95 (5%) GST = **\$628.95**

**Regular registration** (August 18 and later) \$799 + \$39.95 (5%) GST = **\$838.95**

### Workshop only (November 8, 2009)

**Early bird registration** (Before August 17) \$199 + \$9.95 (5%) GST = **\$208.95** (Each)

**Regular registration** (August 18 and later) \$300 + \$15 (5%) GST = **\$315** (Each)

### Day Rate (November 9 or 10, 2009)

**Early bird registration** (Before August 17) \$299 + \$14.95 (5%) GST = **\$313.95** per day

**Regular registration** (August 18 and later) \$299 + \$14.95 (5%) GST = **\$313.95** per day

Option between November 9 and November 10

## Ranges to the Ridge

GUIDING OUR AUDIENCES THROUGH  
THE COMMUNICATIONS EXPERIENCE

November 8 – 10, 2009

Banff Park Lodge Resort Hotel & Conference Centre  
222 Lynx Street, PO Box 2200, Banff, Alberta T1L 1K5

[www.banffparklodge.com](http://www.banffparklodge.com)

IABC INTERNATIONAL ASSOCIATION  
OF BUSINESS COMMUNICATORS

CANADA WEST

*plumbheavy*

## IABC Student Rate

Conference Only (Gala on November 8, 9 & 10, 2009)

**Early bird registration** (Before August 17) \$399+ \$19.95 (5%) GST = **\$418.95**

**Regular registration** (August 18 and later) \$599 + \$29.95 (5%) GST = **\$628.95**

## Non-member

Conference + 2 workshops

**Early bird registration** (Before August 17) \$1124 + \$56.20 (5%) GST = **\$1180.20**

**Regular registration** (August 18 and later) \$1274 + \$63.70 (5%) GST = **\$1337.70**

Conference + 1 workshop only

**Early bird registration** (Before August 17) \$999 + \$49.95 (5%) GST = **\$1048.95**

**Regular registration** (August 18 and later) \$1149 + \$57.45 (5%) GST = **\$1206.45**

Conference Only (Gala on November 8, 9 & 10, 2009)

**Early bird registration** (Before August 17) \$799+ \$39.95 (5%) GST = **\$838.95**

**Regular registration** (August 18 and later) \$999 + \$49.95 (5%) GST = **\$1048.95**

Workshop only (November 8, 2009)

**Early bird registration** (Before August 17) \$249 + \$12.45 (5%) GST = **\$261.45** (Each)

**Regular registration** (August 18 and later) \$399 each + \$19.95 (5%) GST = **\$418.95** (Each)

Day rate (November 9 or 10, 2009)

**Early bird registration** (Before Aug. 17) \$399 each + \$19.95 (5%) GST = **\$418.95** (Per day)

**Regular registration** (August 18 and later) \$449 each + \$22.45 (5%) GST = **\$471.45** (Per day)

Option between November 9 and November 10



Conference package information is available on pages 20 & 21 of the IABC Conference Booklet (which is also available for download at <http://www.summersdirect.com/pdf/iabc.pdf>) Click [HERE](#) to register online



**EARLY BIRD  
EXTENDED  
TO AUGUST  
17!**

# Register

## Register by

Phone: 1-866-869-7969  
Fax: 1-866-456-3114 (fax back this page)  
E-mail: [register@summersdirect.com](mailto:register@summersdirect.com)

## Mailing Address

IABC C/O SummersDirect Inc.  
Unit #308 – 104 Loutit Road  
Fort McMurray, AB T9K 0A2

## Member Type

- IABC Member**  
 **IABC Student Rate**  
(Limited to 'Conference Only' package)  
 **Non-member**

## Payment Method

- Payment enclosed (please make cheques payable to SummersDirect Inc.)  
 Please send me invoice (payment must be received before November 8, 2009)

## Registration Type

- Early Bird** (before August 17, 2009)  
 **Regular** (after August 17, 2009)

## Package Selection

BEST  
VALUE!

- Conference + 2 Workshops**  
 **Conference + 1 Workshop**  
 **Conference Only**  
 **Workshop Only**  
 **Day Rate** —  **Nov. 9** /  **Nov. 10**

## Workshops

- Workshop A**  
Communicating in a  
Multi-Generational Workplace
- Workshop B**  
Table-Top Crisis Exercise &  
Lessons Learned – 9/11, Hurricane Katrina
- Workshop C**  
Communications Auditing
- Workshop D**  
Leading Leaders, Understanding  
and influencing leaders

## Optional Dinner Out — Nov. 9

- A Night at the Wild Bill's Saloon**  
(Additional \$50 charge)

<b>PLEASE CHARGE MY</b>	
<input type="checkbox"/> Visa <input type="checkbox"/> MasterCard <input type="checkbox"/> American Express	
CARD NUMBER	
CARD HOLDER'S NAME	
EXPIRY DATE	
DATE	SIGNATURE
NAME	
COMPANY	
STREET ADDRESS	
CITY	
PROVINCE	POSTAL CODE
TELEPHONE	FAX
E-MAIL	
TYPE OF BUSINESS	

**Attention: Please forward to Communications Manager**



# General Information

Located in the heart of Banff National Park, Banff Park Lodge is the only 4 star Canada Select full-service resort hotel and conference centre. A fabulous 211 room hotel within walking distance of everything the majestic town of Banff has to offer.

Just steps behind the Banff Park Lodge, located on the beautiful Bow River is the newly acquired Bow View Lodge. The Bow View and Banff Park Lodge are just a two-minute stroll to the finest shopping, dining and entertainment any world-class resort has to offer. Bow View guests have access to all the amenities of the Banff Park Lodge and is just a few short steps away.

Lake Louise, also located in historic Banff National Park, is one of the most photographed spots in the world. When you see it, you'll understand why. Everywhere you look, ski, hike, climb, canoe, walk or wander - is scenery that is absolutely stunning.

When flying to Banff, the Calgary International Airport (YYC) is the closest major airport. There is an independent airport shuttle service that operates between the airport and the Banff Park Lodge. Most rental car companies are available at the airport or in Banff. The distance from Calgary is 130 kilometers (83 miles). It takes approximately 90 minutes to get to Banff from the Calgary Airport. Taxis are readily available from the hotel should you need one.

**Group rates are valid for 2 days pre and post to stay subject to availability.**

For the convenience of our guests, we offer an indoor pool, hot tub and plunge pool, steam room, and exercise machines. There is an all day casual dining room, one formal dining room and lounge, room service and onsite shopping. The hotel has recently installed an ATM bank machine and an Internet Access System.

## Venue & Reservations

Reservations for the event will be made by individual attendees directly at:

**Banff Park Lodge Resort  
Hotel & Conference Centre,**  
222 Lynx Street, PO Box 2200,  
Banff, Alberta T1L 1K5  
E-mail: [info@banffparklodge.com](mailto:info@banffparklodge.com)

Web site [www.banffparklodge.com](http://www.banffparklodge.com)  
(must use GROUP ID: 10888 and  
PASSWORD: 37005128)  
Or [www.bowview.com](http://www.bowview.com).

**Call Toll-free in North America**  
1-800-661-9266.

Callers must identify themselves as being with the IABC Conference order to qualify for your group rate of:

**Superior Guest Room**

\$110.00 / night

**Deluxe Jacuzzi Suite**

\$170.00 / night

**Executive, Parlour or Lodge Suite**

\$240.00 / night

Overflow is available at the Bay View Lodge for \$90.00/night

These rates are quoted in Canadian Funds on a per night basis in single or double occupancy, net non-commissionable and subject to the 2% Tourism Improvement Fee (TIF) and then the 4% Tourism Levy and 5% Goods & Services Tax (GST).

For third and fourth person staying in these rooms, please add \$15.00 per person per night.

## Conference 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 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. IABC 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.

# Speakers



## Kristin Abraham

Employee & Corporate  
Communications Manager,  
North Shore Credit Union

Kristin has 18 years of experience in corporate, marketing and employee communications. Her experience has been gained with public and private companies, ranging from 20 to 600 employees, in both Canada and the U.S. Kristin's current focus is on improving employee engagement through timely and transparent communication, with the support of executive management; providing strategic communication counsel to executive and senior managers; and overseeing the crisis communication plan for NSCU. Kristin has a B.A. from the University of Washington.



## Richard Bartrem

Vice-President, Culture and  
Communications — WestJet

Richard Bartrem is the Vice-President, Culture and Communications at WestJet. His responsibilities include internal and external communications, public relations, sponsorship, community investment, creative services and corporate culture. He joined WestJet in 2005 as Director, Brand and Communications.

Richard began his career with Unilever in 1988 where, over the next twelve years, he held a variety of sales and marketing positions in Montréal, Halifax, Calgary and Toronto. Richard left Unilever in 2000 and spent five years working for Astral Media in television in Toronto and was responsible for marketing for The Movie Network and Mpix brands.

A native of Montréal, Richard now resides in Calgary with his wife and two children. His favourite WestJet destination is Maui and he loves the free snack mix onboard the plane!

WestJet is Canada's leading high-value low-cost airline offering scheduled service throughout its 55-city North American and Caribbean network. Named one of Canada's most admired corporate cultures in 2005, 2006, 2007 and 2008, WestJet pioneered low-cost flying in Canada. WestJet offers increased legroom, leather seats and live seatback television provided by Bell TV on its modern fleet of 79 Boeing Next-Generation 737 aircraft. With future confirmed deliveries for an additional 42 aircraft, bringing its fleet to 121 by 2013, WestJet strives to be the number one choice for travellers.



## Steve Crescenzo

CEO, Crescenzo Communications

Through his work as a consultant, writer and seminar leader, Steve Crescenzo has helped thousands of communicators improve both their print and electronic communication efforts. He is the author of the popular blog, Corporate Hallucinations, and the podcast series, Creative Conversations.

Recognized as one of the nation's leading experts in corporate communications and Social Media, he has also taught seminars at IABC's 2001 through 2008 International Conferences as well as at numerous IABC chapter and district events throughout America and Europe.

He was the number one rated speaker of IABC's International Conference in 2002 and 2008, and has been asked to speak in IABC'S "All Star Track" for the past four years. Steve also writes a regular column in IABC's Communication World.



## Glenna Cross

ABC, Master Communicator  
Founder & President, Cross Wise Communications Ltd.

Glenna is a communications consultant, with more than 25 years experience in strategic communications, facilitation, communications training/teaching, business management, marketing communications, stakeholder consultation, advertising, fund development and leadership.



## John Deveney

ABC, APR, President,  
Deveney Communication

John is president of Deveney Communication and was named PR NEWS "Agency Executive of the Year" in 2006, less than a decade after making the publication's first list of "15 To Watch."

John's firm, named one of five Top Boutique PR Firms in the country by PR Week magazine in 2004, specializes in strategic planning, crisis management, media training, community relations, Internet marketing and media relations.

He and his team garners an average \$90 million to \$400 million of targeted coverage annually for clients such as Starbucks, Ruth's Chris Steak House, the Louisiana Department of Culture, Recreation and Tourism, March of Dimes and the New Orleans Museum of Art.

Prior to founding the firm in 1996, John honed his skills in senior-level positions with the City of New Orleans and Loyola University, and the largest private hospital organization in the region.



### **Elaine Dixson**

APR, ABC, Master Communicator,  
President, Key Concepts Ltd

Key Concepts is a consultancy specializing in strategic communication planning, stakeholder research, communication auditing and evaluation, and facilitation and training. Elaine has over 25 years' experience in communications practice in both public and private sector organizations, and taught public relations and communications at the post-secondary level for over 15 years.



### **Peggy Garritty**

Senior Vice President, Communications  
and Corporate Responsibility,  
ATB Financial

Peggy Garritty leads a team responsible for external communications, reputation management, internal communications with over 5,000 staff, media relations, stakeholder relations with ATB's government shareholder, and the growing area of corporate responsibility.

Before joining ATB, Peggy ran her own strategic communications consulting firm, where she was responsible for a number of award-winning communication programs.



### **Michelle Gurney**

ABC, Manager,  
Marketing & Communications,  
Town of Banff

Michelle, ABC, BPA, is the manager of marketing and communications for the Town of Banff. Over the past 15 years she has worked with organizations big and small to raise awareness of their programs, build understanding around issues and promote their wares. She has received more than two-dozen international, national and regional awards for her work and has earned her recommended speaker designation through the International Association of Business Communicators.

Michelle is also an author and part-time adventure seeker who is passionate about the opportunities that are created when we communicate in the simplest ways.



## Wendy Heshka

ABC, Partner,  
Communication Solutions Inc.

Wendy's marketing and communication leadership has helped many public and private companies through organizational challenges, including managing both business based issues and environmental crises, ensuring that all stakeholders benefit from timely and effective communication practices.

Her focus on research, strategy and measurable outcomes ensures that colleagues and clients are crystal clear about their objectives and are dedicating their time and resources to communication practices that produce results.

Wendy holds a degree in Communications from Simon Fraser University, is accredited as a professional communicator by the IABC, and has received awards nationally and internationally for excellence in marketing and communication strategy.



## Karen Lee

ABC, Master Communicator,  
President, The KJ Lee Group

Karen Lee is president and principal consultant of The KJ Lee Group, which specializes in strategic communications planning and capacity building. She has worked with clients in health care, government, crown corporations, finance, small business, post secondary education and the not-for-profit sector. She is also an instructor for the University of Victoria where she teaches Communication Planning, and Management of the Public Relations Function. Karen has been awarded more than 50 international, national and provincial awards for excellence in communications management.

She is accredited with the International Association of Business Communications (IABC) and was named Master Communicator by IABC Canada in 1994.



## Cynthia Lockrey

Senior Manager, Media Relations,  
City of Richmond

Cynthia 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 a regular speaker at Fanshawe College in London and is a regular speaker at communications conferences across Canada.



## Barry MacDonald

President, Baric Continuity Services Inc.

Barry has over 25 years of business continuity, disaster recovery, crisis and emergency response experience (including 9/11 and Hurricane Katrina). He has held a variety of senior and executive positions and has worked for all the major recovery service providers. Barry has conducted engagements for Fortune 500 companies across all industries. He has also worked with several municipal, state/provincial, and federal agencies across Canada and the United States and has provided on-site support to over 150 customer/client disasters.



## Marlene McNaughton

Group Account Director, DDB

Marlene has a 19-year track record in communications spanning retail packaged goods, business-to-business, government, and the corporate world.

As Group Account Director with DDB, Marlene manages integrated brand campaigns, advertising and communications for leading brands such as Western Canada Lottery Corporation, Capital Health, Edmonton Economic Development Corporation, Servus Credit Union, Canadian Breast Cancer Foundation, and the Government of Alberta.



## Chuck Midgette

President, Blunn & Company

Chuck Midgette is the president of Blunn & Company Inc., an investor relations firm that conducts research and provides editorial services in connection with all forms of print- and web-based investor communications. A senior IR consultant with almost 20 years of experience, Chuck has written, edited, and provided consulting advice on the annual reports of dozens of Canadian public companies. He is the Canadian Investor Relations Institute's judging coordinator for the CICA Financial Reporting Awards and a member of the Editorial Committee of Corporate Governance Quarterly, the magazine of the Canadian Society of Corporate Secretaries and the Institute for Corporate Secretaries and Administrators.

Chuck is also the author of two books:

*How to Start and Run an Investment Club*, an investment club primer first published by the Canadian Securities Institute in October 1998

*What Every Canadian Should Know About Family Finance*, a financial planning guide first published by the Canadian Securities Institute in April 1999.



## Tom Mucciolo

Tom Mucciolo is President of MediaNet, Inc., a Presentation Skills Company in New York City. Tom is an internationally recognized industry expert regarding visual communications and business presentations. He has served as a presentation skills consultant for major corporations since 1985 concentrating on the scripting, the visual design, and the delivery skills associated with presentations, especially electronic events. In 2005, Tom joined the faculty of New York University as an adjunct professor, to increase the communication effectiveness of the NYU faculty and deans.

Along with his colleague at NYU, he completed a two-year study on teaching/presentation effectiveness and the results were published in the Journal of Dental Education in April, 2008. From this research, an interactive assessment tool has been developed which instantly measures a speaker's effectiveness, using 80 different skill indicators.



## Tim Olafson

Tim Olafson is Executive Vice President public affairs for Angus Reid Strategies. In this role he leads the firm's national public affairs and polling research activities. Mr. Olafson consults with all levels of government (Federal, Provincial and Municipal) on trends in public opinion, corporations on matters of crisis, labour and reputation research, and he is regularly quoted in the national media.

Tim began his research career with the Angus Reid Group seventeen years ago. Before joining Angus Reid Strategies, Mr. Olafson sat on the management team for Ipsos North America as President of Ipsos Observer; and previously he was Senior Vice President and Managing Director of Ipsos-Reid in Western Canada.



## Cindy Pickett

Director, Customer Service & Communications, City of Calgary

Cindy Pickett is a senior leader at The City of Calgary with more than 20 years of management experience. She holds a Bachelor of Commerce degree majoring in Marketing & Business. Cindy has held management positions in the for-profit and not-for-profit industries including telecommunications, tourism and municipal government.

Cindy's current role as Director of Customer Service & Communications for The City of Calgary allows her to lead and manage The City's Corporate Contact Centre (311), Web Portal (Calgary.ca), advertising services, creative production, market research, internal & external communications/marketing, brand management, media relations, crisis communications, sponsorship, and public engagement. Cindy's areas of expertise include organizational and process re-design, staff and financial management, strategic communication, marketing & business planning.



## Mark Schumann

ABC, Managing Principal,  
Towers Perrin

Mark Schumann, ABC, is a 17-time winner of the Gold Quill award from IABC, an Accredited Business Communicator, and (as of June 2009) the IABC Chair. He is a Managing Principal for Towers Perrin, based in Houston, and recently published his second book, *Brand for Talent*.



## Linda Smith

Executive Vice President, Senior  
Partner and Regional Director,  
Fleishman Hillard

Linda Smith joined Fleishman-Hillard in 1993 to head up and develop fledgling Canadian operations. Fleishman-Hillard is now considered one of the leading public relations agencies in Canada. Linda sits on the Senior Management Committee of Fleishman-Hillard Inc. and works frequently with US operations.

During her 15 years as operational lead of Fleishman-Hillard Canada she oversaw the growth of the agency from start up to 200 consultants under a variety of brands including Fleishman-Hillard Canada, High Road, iStudio and Avant.



## Sharon Stevens

APR, CPRS Fellow, Partner,  
Communication Solutions Inc.,

Sharon thinks of PR as “planned relationships” that have the power to help organizations survive and prosper.

She advocates for a strategic approach to communication because she knows that for a communication program to reap results, it has to improve an organization’s relationships — with their employees, customers, shareholders, regulators, government or media among others.

For more than 20 years, Sharon has received accolades for her marketing communications strategies and in 2007 her longtime APR Accreditation was complemented by the awarding of Fellowship with the Canadian Public Relations Society — a title granted only to the most experienced communicators. Sharon holds a degree in Radio and Television Arts from Ryerson University and a certificate in Crisis Communication from the Institute for Crisis Management.



