

October 28 & 29, 2010, Vancouver

Inaugural Two-Day Event!

Reinventing Public Affairs

Best-in-class government relations strategies for influencing decisions in today's political environment

Workshop Included: Reputation Management

participating organizations

Fleishman-Hillard	Meyers Norris Penny LLP
Gary Ley Public Affairs Ltd.	The Barkley Group
Global Public Affairs	The Fraser Institute
John Moonen & Associates Ltd.	TELUS
Ledcor Group of Companies	Vancouver Coastal Health Authority

who should attend

CEOs, Vice-Presidents, Directors and Managers of Associations,
Corporate Executives of Government Relations/Affairs,
Public Relations/Affairs, In-house Legal Counsel, GR/PR Consultants

course highlights

- Learn strategies for mobilizing the grassroots in your GR strategy
- Keep all your activities legal, ethical and beyond reproach
- Find out how developing a charity can enhance your company's brand and be an asset to your GR campaign
- Hear how to forge, strengthen and leverage the right partnerships and coalitions
- Find out how to engage the media to advance your GR plan

"Good contacts made. Reinforced my thoughts on how to lobby effectively. Gave me a few tips as I am currently in the process of redoing our GR strategy. Also allows me the time to focus on lobbying/GR ideas and relate it to my own company - thinking time."

"Good exposure to issues related to creating and executing a government relations campaign. Will allow me to conduct my GR responsibilities in a more structured way."

"Focused topics, great case study formats, broad industry examples, very high quality speakers."

"Good networking opportunity with other GR specialists. Good understanding of how current changes in government are affecting GR."

"Gained ideas on establishing a process for my organization, measuring success and implementing tactics."



Course Leader
John Moonen,
John Moonen &
Associates Ltd.



Mark Reder,
Fleishman-
Hillard



Alise Mills,
Meyers Norris
Penny LLP



Gary Ley,
Gary Ley Public
Affairs Ltd.



Kim Logan,
TELUS



Clay Adams,
Vancouver
Coastal Health
Authority



Diana Barkley,
The Barkley
Group

as well as:

Kristin Anderson,
Global Public
Affairs

Dean Pelkey,
The Fraser
Institute

Lee Coonfer,
Ledcor Group
of Companies

FACULTY

COURSE LEADERS

JOHN MOONEN

John Moonen, Principal, **John Moonen & Associates Ltd.**, is a senior lobbyist, communicator and public affairs professional. For 25 years he has worked as a lobbyist for the Jim Pattison Group, a lawyer and senior civil servant in the government of BC and a partner in a public affairs consultancy.

GARY LEY

Gary Ley is one of Canada's most experienced public affairs consultants. He has been a senior consultant with major national and international professional service firms and founded his own practice, **Gary Ley Public Affairs Ltd.**

CLAY ADAMS

Clay Adams, Vice President, Communications and Public Affairs, **Vancouver Coastal Health** has extensive experience in strategic communications and planning, media relations, issues management and stakeholder communications.

LEE COONFER

Lee Coonfer is Vice-President, Communications and Public Affairs at **Ledcor Group of Companies**.

DIANA BARKLEY

Diana Barkley, APR, Public Affairs / Communications Consultant, **The Barkley Group**, is a senior communications professional with more than 25 years of experience in public affairs, public relations and journalism.

CO-LECTURERS

MARK REDER

Mark Reder is a Senior Vice President and Senior Partner and is the General Manager of **Fleishman-Hillard** Vancouver, leading the public affairs and communications team in British Columbia.

KRISTIN ANDERSON

Kristin Anderson is based in the Calgary office of **Global Public Affairs**. Prior to joining Global, she worked in Prime Minister Stephen Harper's Office of the Leader of the Opposition.

KIM LOGAN

Kim Logan is Director, Government Relations, BC at **TELUS**. Previously she was Ministerial Assistant at BC Government, Office of the Minister of Health.

ALISE MILLS

Alise Mills, Manager, Government Relations at **Meyers Norris Penny LLP**, is an experienced lobbyist and public affairs executive who thrives on challenge and change.

DEAN PELKEY

Dean Pelkey joined **The Fraser Institute** in 2006 and has more than 10 years experience in media relations and corporate communications within the oil and gas industry, auto insurance sector and crown corporations.

COURSE PROGRAM

COMMUNICATING WITH THE MEDIA TO ADVANCE PUBLIC AFFAIRS GOALS

Having the media in your corner can provide a tremendous advantage to your public and government relations programs. This session will map out key principles for engaging the media to advance advocacy campaigns and issue management. It will also provide tips on how to choose the right message and how to time your communications.

- Guidelines for when to approach the media and when to avoid the media
- Review of key media management fundamentals
- Tools for working with the media

SOCIAL MEDIA FOR PUBLIC AFFAIRS

Public affairs and government affairs specialists are finding the value of integrating social media into their communications efforts. This session will overview how to get started with social media, which tools work most effectively and how to engage your audience to your cause with social media.

- Automating social media communications
- Pros and cons of social media tools: Facebook, Twitter, blogs
- Determining which social channels best suit the goals of your organization

SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the Government Channel, a much broader resource representing hundreds of hours of interactive multimedia lectures on leading edge Government topics as delivered at our many recent Government conferences and courses.



DEVELOPING EFFECTIVE ADVOCACY CAMPAIGNS

How do you gain support for your advocacy campaign and what are the characteristics of a successful advocate? This session will show you how to turn your advocacy campaigns from good to great and will overview what sorts of strategy or action would be most appropriate for your particular issue.

- Measuring the effectiveness of advocacy campaign
- Monitoring your advocacy campaign
- Advocacy strategies related to programs, policy setting and unique industry needs
- What are the characteristics of successful advocate?

GOVERNMENT RELATIONS ON A BUDGET

With businesses and opportunities spread across many markets in many jurisdictions, many companies do not have the luxury of focusing large government relations budgets or other resources on any one issue. This session will present cost-effective government relations strategies and will also illustrate the importance of prioritization in situations where there are restraints on budget.

- Focusing on “where to win”
- Developing a positioning and engagement strategy
- Developing collaborations or partnerships with kindred organizations
- Enlisting external help
- Aligning internal resources

ROLE OF PUBLIC AFFAIRS CONSULTANTS

Organizations have the choice of developing an in-house public affairs department or outsourcing their public affairs to an external consultancy. This session will examine the pros and cons of each of these options and will help you come up with a public affairs solution that fits with your organization’s needs, budget and resources.

- Advantages and disadvantages of outsourcing public affairs
- Advantages and disadvantages of insourcing public affairs
- Choosing the right consultant
- Services that an external consultant can provide

GRASSROOTS GOVERNMENT RELATIONS

Grassroots campaigns have the ability to reach decision-makers and affect change. However, they require participation, capacity and momentum to truly be effective. This session will look at which issues are best suited to grassroots campaigns and highlight strategies to strengthen the effectiveness of your campaign.

- Grassroots marketing campaigns
- Creating momentum for your grassroots campaigns
- Making sure your grassroots campaigns can effectively have the desired effects on legislation and policy
- Developing and leading coalitions to strengthen your grassroots campaign
- Tips for getting your grassroots programs off the ground and running
- Improving your profile among government decision-makers and influencers
- The importance of a strong intergovernmental consultant

THE EVOLVING LEGISLATIVE & REGULATORY ENVIRONMENT FOR GR PRACTITIONERS

As the lobbying of government officials falls under increasing scrutiny, strict adherence to lobbyist registration laws is essential. How have recent legal and regulatory environments ruling your GR approaches changed and what nuances do you need to understand in order to keep your federal and provincial lobbying above reproach? This session will address new developments and challenging issues facing lobbying.

- The elements and implications of the Federal Accountability Act on lobbyists
- What you need to know about the Conflict of Interest and Post-Employment Code for Public Office Holders
- Overview of the CDSR: frameworks and documents
- Planning and developing effective RIAs in accordance with the requirements of the CDSR
- CDSR impact on regulatory performance measurement

DEVELOPING A CHARITY FOR YOUR GR CAMPAIGN TO ENHANCE YOUR BRAND

Now more than ever, stakeholders and the public at large expect companies to be more than just profitable and good corporate citizens. Find out how you can effectively develop a charity to position your issue/brand/product with government, better target your audience(s) with your message, and influence debate.

- How does developing a charity contribute to corporate reputation?
- Initial steps to setting up and overseeing a charity: what you should know
- Building positive relationships and communicating social responsibility to stakeholders
- Allowing third-parties and community groups to be more effective in your GR campaign

GR STRATEGIES FOR STAYING AHEAD OF THE CURVE

Every successful government relations program starts with a sound and consistent strategy. Without goals and benchmarks, GR campaigns can end up scattered, unfocused and ad hoc in their efforts. This session will share practical insights for what it takes to compile a watertight GR package, the challenges and how to overcome them.

- Who are the most effective lobbyists and why?
- Why GR initiatives are often not as successful as they should be and how to overcome their ineffectiveness
- Ensuring the GR department can take constant changes in its stride
- The nuts and bolts: managing and presenting research data
- Organizing key messages and presenting them most effectively

WORKSHOP

REPUTATION MANAGEMENT

All of your carefully constructed government relations and public affairs efforts will be for naught if your company’s reputation is dealt a blow. This session will look at practical ways to manage your company’s reputation and offer tips on how to protect your company’s reputation.

- Overcoming challenges to reputation management
- What drives reputation?
- Learning to become the “calm” in the eye of the storm
- Instituting an ongoing research approach to analyze media sources
- Maintaining your company’s reputation and its future

MULTIMEDIA PRESENTATIONS

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

Dealing with Stakeholders that Oppose You

Andrew Casey,
Forest Products Association Of Canada

Aligning Yourself with Partners and Coalitions to Influence Government

Don Moors,
Temple Scott Associates (TSA)

Working with the Media

Kevin Sack,
City of Toronto

The Evolving GR Legislative Environment

Alan Young,
TACTIX Government Consulting Inc. & Former Chief of Staff to the President of the Treasury Board of Canada and Minister Responsible for the Canadian Wheat Board

Developing and Implementing a GR Strategy Under the Harper Government: Lessons Learned

J. Anne Lamont,
RBC Financial Group

Case Study: Cross-Border Policy-Making and Lobbying

Christopher Jones,
Tourism Industry Association of Canada

The Structure of a Government Relations Strategy

Dan Donovan,
former Vice President Public of Government and Public Affairs with Magna International. Magna

Case Study: Developing a Multi-Jurisdictional Advocacy Strategy

Bruce R. Burrows,
Railway Association Of Canada (The) (Rac)

Case Study: Influencing Policy at the Civil Servant Level

Edwin F. Prior,
TELUS

Lobbying Under a Minority Government: Lessons Learned

Eli Turk,
Canadian Electricity Association

Engaging Policy Makers: Tips from a Seasoned GR Practitioner

Debra Yearwood,
Canadian Pharmacists Association(Cpha)

Obstacles and Pitfalls to Watch for and Overcome in your GR Strategy

Francesca Iacurto,
Genworth Financial Canada

Performance Measurement for your Government Relations Program: Stay the Course or Plot a New One?

Franco Iacono,
Sussex Strategy Group

GR on a Budget: How to Win Friends and Influence People Part-Time

Jay Nordenstrom,
Canadian Association of Railway Suppliers

How to be an Effective Lobbyist

J. Stephen Andrews,
Borden Ladner Gervais LLP

Developing a Positive Relationship with the Press

Bernie Farber,
Canadian Jewish Congress

Lobbying Strategies

Chris Benedetti,
Sussex Strategy Group

Managing Media Relations in a Crisis

Julie Beaucaire,
Nelligan O'Brien Payne LLP

Issues Management

Michael von Herff,
Fleishman-Hillard Canada

Lobbying Strategies

Chris Benedetti,
Sussex Strategy Group

Web 2.0 Public Relations for Healthcare

Howard Oliver,
What If What Next

Effective Committee Presentations for Taking your Message to the Hill

David McInnes,
MDS Nordion

Debunking the Myths of Government Relations

Greg Schmidt,
Petro-Canada

Influencing Policy at the Civil Servant Level

Adèle Malo,
Direct Energy

Obstacles and Pitfalls to Watch for in your GR Strategy

Lorrie McKee,
Greater Toronto Airports Authority (GTAA)

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Metropolitan Hotel Vancouver, 645 Howe Street, Vancouver, BC, V6C 2Y9

Conditions: Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to October 15, 2010. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to October 21, 2010

Phone: 1-800-363-0722

Toronto: (416) 665-6868

Fax: (416) 665-7733

TO REGISTER FOR REINVENTING PUBLIC AFFAIRS

Name			
Title		Department	
Approving Manager Name			
Approving Manager Title			
Organization			
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Please bill my credit card:	<input type="checkbox"/> AMEX	<input type="checkbox"/> VISA	<input type="checkbox"/> Mastercard
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MAIL COMPLETED FORM WITH PAYMENT TO: Federated Press P.O. Box 4005, Station "A" Toronto, Ontario M5W 2Z8			

REGISTRATION COSTS

NUMBER OF PARTICIPANTS:	
COURSE: \$1975	
COURSE + PROCEEDINGS CD-ROM: \$1975 + \$175 = \$2150	
PROCEEDINGS CD-ROM: \$599	
NOTE: Please add 12% HST to all prices.	
Proceedings CD-ROM will be available 60 days after the course takes place	
Enclose your cheque payable to Federated Press in the amount of:	
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