

MAY 11-13, 2016 NEEPAWA / MINNEDOSA

Wednesday, May 11

- 1:00 p.m. Golf—Neepawa Golf Course (additional cost, details TBA)
- 4:00 p.m. EDAM Board meeting
- 7:30 p.m. Welcome, Registration & Hospitality

Thursday, May 12

- 8:00 a.m. Registration & Breakfast
- 9:00 a.m.. Welcome & Forum Opening
- 9:00 a.m. **Let's Make Headlines—Vern May**
- 11:30 a.m. **Cultivating the Next Generation**
Stacie Cardy, Junior Achievement
- 12:00 p.m. Lunch—EDAM AGM
- 1:00 p.m. **Community Confidential: Case Study Tour—Neepawa**
- 3:30 p.m. **Community Confidential: Case Study Tour—Minnedosa**
- 6:00 p.m. **Dinner—Catered by Corner Stone Grill**
- 7:00 p.m. **Social Evening at Minnedosa Community Conference Centre**

Friday, May 13

- 8:00 a.m. Breakfast catered by Heather Breazeau
- 9:00 a.m. **Bringing Business to the Table—Marilyn Crewe**
- 10:00 a.m. Break
- 10:15 a.m. **Communities in Bloom—Shonda Ashcroft**
- 11:00 a.m. **ManSEA**
- 12:00 p.m. Close of Forum

See page 2 for session descriptions

For program updates, visit

<https://www.facebook.com/EDAM-160988724423/>

Sponsors



Hotel Information

Bay Hill Inns & Suites (888) 476-8802
bayhillinn@gmail.com www.bayhillinns.com
160 Main St. W. Hwy 16 Neepawa MB

Westway Inn Motel (800) 448-0994
westway@mts.net
153 Main St. W. Hwy 16 Neepawa MB

Both hotels—\$99

Registration Form

Name: _____

Organization: _____

Telephone: _____

E-mail: _____

\$175 Member Rate \$225 Non-Member Rate

This is my first EDAM Forum

Dietary Restrictions: _____

Please send cheque payable to:

EDAM, 700-177 Lombard Avenue, Winnipeg, MB R3B 0W5

For further information, call Shelley at (204) 795-2000. Registrations may be faxed to (204) 925-8000 or emailed to shelley.morris@mts.net.

Cancellation Policy: No refunds for cancellations after May 4.

SESSION DETAILS

Thursday, May 12

- 9:00 am **SESSION: Let's Make Headlines** *Presenter: Vern May, with media guests*
 Have your efforts been stifled due to a lack of media awareness, or worse – a combative local newspaper editor who wreaks havoc on the public perception of your economic development strategy? A strong working relationship with the local and regional media is an important and often overlooked partnership that is underutilized by many. This session will explore:
- ◆ The engagement of media during peak and slow periods
 - ◆ News vs. advertising
 - ◆ Effective press releases
 - ◆ Preparing for interviews, getting your point across, avoiding pitfalls of context
 - ◆ Inclusion of social media into your media strategy
- 11:30 am **SESSION: Cultivating the Next Generation** *Presenter: Stacie Cardy, Junior Achievement*
 The work of Economic Developers is to forecast the community's economic climate into the future. Chances are, those entrepreneurs looking at a start up venture, or even succession of existing businesses in your community may already be residents – in your local high schools. This session will share how the Junior Achievement program provides opportunities for early engagement of your emerging generation and how you can directly get involved.
- 1:00 pm **Community Confidential: Case Study Tours**
 Often, when attending conferences and events, delegates are escorted on a thoughtfully developed showcase tour of the host community, spotlighting the community's greatest achievements and picturesque settings. At the EDAM Spring Forum, our host communities are pulling back the veil for an uncensored account of the circumstances and situations which stand as the greatest aggravation for local EDOs and residents, sharing the background, the proposed remedies and the stumbling blocks. These tours, featuring one of the greatest annoyances in each of the host communities, will include an opportunity for a roundtable dialogue and trouble-shooting exercise which may assist others facing similar challenges in their communities.

Friday, May 13

- 9:00 am **SESSION: Bringing Business to the Table** *Presenter: Marilyn Crewe*
 In rural Manitoba, one of the most difficult challenges can sometimes be to get the existing business owners in your community to buy in to the Economic Development strategy and to identify "what's in it for me" as it relates to plans to attract new businesses as well as explore expansion of operations for the established merchants. This session will share best practices on opportunities to engage your merchant community and what other key relationships can and should be leveraged to ensure the greatest penetration of your message.
- 10:15 am **SESSION: Communities in Bloom** *Presenter: Shonda Ashcroft*
 Information for EDOs about the opportunities that exist to promote your community through the Communities in Bloom program and how this may tie in to other key initiatives related to downtown revitalization.
- 11:00 am **SESSION: ManSEA** *Presenter: TBA*
 An exploration of the rural opportunities associated with renewable energy initiatives and an update on some of the discussions and planning happening at a Provincial level.