

The Canadian Institute's

# GOVERNMENT COMMUNICATIONS

Presenting a Convincing Message That Connects With Your Audience

HEAR EXPERT ADVICE FROM COMMUNICATIONS LEADERS:

*Laura Lee Langley*  
Assistant Deputy Minister  
Communications  
Nova Scotia



*Ghislain Lamothe*  
Manager, Corporate  
Communications  
City of Greater Sudbury



*Robin Farr*  
Editor, Employee Intranet,  
Public Affairs Bureau  
Province of British Columbia



*Susan Murray*  
Senior Communication,  
Strategist  
International Development  
Research Centre, Former  
CBC Journalist, Former  
Director of Communications  
for Scott Brison



*Daniel A. Lublin*  
Barrister and Solicitor  
Toronto Employment Lawyer



GET THE LATEST CUTTING EDGE COMMUNICATIONS STRATEGIES FOR GOVERNMENT:

- **IMPLEMENT** strategies to get your message heard in the 24/7 media environment
- **LEVERAGE** emerging social media to enhance government communication efforts
- **ENGAGE** employees through a robust and effective internal communication plans
- **BUILD** clear and open communication channels between government departments to enhance cooperation
- **LEARN** from real-life examples of crisis communications — the Swissair Disaster and Hurricane Juan

**Plus!**

Join Us For Two Exclusive Interactive Learning Sessions: November 28, 2007

**A**

A Step-by-Step Tutorial on Training Program Managers to Act as Media Spokespeople, Maximizing your Communications Capacity

**B**

Measuring the Effectiveness of Your External Communication Plan to Demonstrate the Return on Investment to the Senior Executive Team: A Procedural Guide

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## Is Your Message Reaching its Intended Audience?

The role of government communicators is rapidly evolving. From the emergence of a 24/7 news environment to the rise of social media (including blogging and social networking) to maximizing internal communications – governments are devoting more and more attention to their communications efforts to ensure they are connecting with their target audiences. **The Canadian Institute's "Government Communications"** will offer cutting-edge strategies and case studies that will help you build and maintain robust and effective communications initiatives within your government department.

Attend *Government Communications* to hear an expert faculty update you on the latest communications strategies:

- **Exploring** how the corporate world employs social media to boost their communications initiatives and how government can leverage this
- **Evaluating** politician and public service responsibility for coordinating communications efforts across all levels of government
- **Developing** targeted strategies to take advantage of the 24/7 news cycle
- **Identifying** internal and external measures that need to be considered when responding to a crisis
- **Facilitating** change management through robust and thorough internal communication plans
- **Understanding** how libel laws extend to online content and how employers should mitigate their risk
- **Reaching** non-networked and remote public servants dispersed across large geographical areas
- **Designing** a logical and practical measurement methodology that produces accurate results – moving beyond counting news clippings

If you want to reach your target audiences, you can't afford to miss this conference! Be where the experts and your colleagues will be on November 26-27, 2007.

Register now, by calling: Toll-free 1-877-927-7936 or in Toronto 416-927-7936 or online at: [www.CanadianInstitute.com/govcom](http://www.CanadianInstitute.com/govcom)

## EXPERT FACULTY

### CONFERENCE CHAIR

**Laura Lee Langley**  
Assistant Deputy Minister  
Communications Nova Scotia

### DISTINGUISHED SPEAKERS

**Ian Ketcheson**  
Acting Manager, Communications  
Indian and Northern Affairs Canada

**Kristyn Kaitila**  
Manager, Internal Communications, Ministry  
of Finance, Province of British Columbia

**Jeff Bobach**  
Executive Director, Communications Counselling  
Saskatchewan Executive Council

**Mark Giberson**  
Manager, Internal Communications, First Nations  
and Inuit Health Branch, Health Canada

**Carla Burns**  
Communications Support, Director of Emergency  
Public Information, Communications Nova Scotia

**Ghislain Lamothe**  
Manager, Corporate Communications  
City of Greater Sudbury

**Robin Farr**  
Editor, Employee Intranet, Public Affairs Bureau  
Province of British Columbia

**Annie Cuerrier**  
Senior Advisor, Communications and Marketing  
Branch, Industry Canada

**Bruce Champion-Smith**  
Reporter, Ottawa Bureau, The Toronto Star

**Gord McIntosh**  
Vice President, Public Affairs, G-4 Strategic  
Communications, Former Senior Parliamentary  
Reporter, Canadian Press

**Susan Murray**  
Senior Communication Strategist  
International Development Research Centre,  
Former CBC Journalist, Former Director of  
Communications for Scott Brison

**Daniel A. Lublin**  
Barrister and Solicitor  
Toronto Employment Lawyer

**Sam Bornstein**  
Vice President, National Public Relations

**Joseph Thornley**  
CEO and Chairman, Thornley Fallis Group

**John McHugh, APR**  
Senior Vice President, Edelman Canada

**Kellie Major**  
Account Director, Change Management  
and Internal Communications  
Hill & Knowlton Canada

Monday, November 26, 2007

8:00 **Registration Opens and Coffee Served** ☕

9:00 **Opening Remarks from the Chair**

**Laura Lee Langley**  
Assistant Deputy Minister  
Communications Nova Scotia

9:15 **Unlocking the Potential of Social Media to Boost Government Communication Efforts**

**Ian Ketcheson**  
Acting Manager, Communications  
Indian and Northern Affairs Canada

**Joseph Thornley**  
CEO and Chairman  
Thornley Fallis Group

- Reviewing recent social media trends to determine the medium's potential as a tool for government communications
- Exploring how the corporate world employs social media to boost their communications initiatives
- Encouraging public servants to become web savvy while practicing responsible internet use
- Overcoming the challenges of monitoring a wide variety of sources with limited resources — techniques and tools
- Promoting government's brand through the use of social media
- Balancing the value of social media as a communications tool with the concern regarding negative or damaging content

10:15 **Employing Special Events Programming to Communicate Organizational Values, Support Learning and Motivate Employees**

**Mark Giberson**  
Manager, Internal Communications,  
First Nations and Inuit Health Branch, Health Canada

- Identifying programming opportunities and potential partners
- Setting objectives and aligning program elements to meet those objectives
- Employing innovative techniques to successfully promote the event
- Collaborating with other government departments to boost the scope of your event
- Measuring the results of your special events programming to identify successes (and areas for improvement)
- Exploring case studies to understand what constitutes a successful special event

11:00 **Networking Coffee Break** ☕

11:15 **Managing and Co-ordinating Communications Effectively During a Disaster: Lessons Learned from Communications Nova Scotia**

**Carla Burns**  
Communications Support, Director of Emergency  
Public Information, Communications Nova Scotia

*Nova Scotia has experienced three significant disasters in the last nine years — The massive blizzard of 2004 which dumped about 100 cm of snow on the province, prompting a state of emergency; Hurricane Juan in September 2003, which devastated Halifax and surrounding communities; and the tragic loss of 229 passengers aboard Swissair Flight 111 when it crashed in the waters off Peggy's Cove on September 2, 1998.*

*In these instances, communications professionals from government, the private sector and industry came together to manage and co-ordinate communications. This session will outline the challenges that were faced, the lessons learned and the best practices that were established.*

- Outlining the benefits of a corporate communications structure and an emergency communications network
- Understanding the importance of having pre-established communications policies, procedures and protocols
- Co-ordinating multi-faceted communications in a crisis situation
- Partnering with media during a crisis to boost the effectiveness of your communications efforts

12:00 **Networking Luncheon for Delegates and Speakers** 

1:15 **Soliciting Staff Input When Developing an Internal Communications Plan**

**Laura Lee Langley**  
Assistant Deputy Minister, Communications Nova Scotia

- Creating management accountability frameworks that include employee communication responsibilities
- Reinforcing the importance of public servants' jobs — and the value of their work
- Enlisting staff in planning, evaluation and implementation team initiatives to involve public servants in major departmental changes
- Implementing an internal communications plan that facilitates communications from top to bottom and back again
- Facilitating change management within your organization through robust and comprehensive internal communication plans
- Encouraging a culture of information sharing throughout your organization to better engage employees

2:00 **Providing Clear and Concise Internal Messaging to Ensure Effective Employee Communications**

**Kristyn Kaitila**  
Manager, Internal Communications  
Ministry of Finance, Province of British Columbia

CASE STUDY

- Crafting your message and determining the most appropriate way to deliver information
- Ensuring your message is relevant and timely to maintain public servant attention
- Consulting with staff to determine the most effective way to regularly connect with employees
- Fostering trust in the workforce consultation process to improve information accuracy and comprehensiveness
- Tailoring short and succinct messages that are relayed in plain language
- Developing effective mechanisms to interact with employees dispersed across large geographical areas
- Overcoming the digital divide – reaching field employees who do not have the facilities to receive regular communications through electronic channels

### 2:45 Networking Refreshment Break

### 3:00 Leveraging Your Employee Communications Strategy as a Tool to Advance Your Departmental Objectives

*Kellie Major*

Account Director, Change Management and Internal Communications, Hill & Knowlton Canada

- Moving beyond employee communication to employee engagement
- Achieving management support to secure the resources necessary to advance your internal communications initiatives
- Understanding how research and priority-setting contribute to meeting your departmental goals
- Providing public service managers with the tools and training required to better align communications and employee engagement levels with your corporate goals
  - Helping managers to understand their critical role
  - Facilitating the flow of messages throughout the chain of command
  - Targeting messages to various segments of the public service
  - Ensuring that messages are heard and understood
- Reaching non-networked and remote public servants dispersed across large geographical areas

### 3:45 Enlisting Your Communications Branch to Support Policy Development and Advance Program Implementation Success

*John McHugh, APR*

Senior Vice President, Edelman Canada

- Educating senior management about the importance of both internal and external communications for policy success
- Cultivating a corporate culture that encourages government communicators to contribute to policy development
- Leveraging public opinion insight to ensure policy is informed and influenced by Canadians

- Aligning policy goals with internal communication initiatives to facilitate seamless program roll-outs
- Employing robust information and education strategies to demonstrate program value to the public
- Partnering with your communications division to develop benchmarks that measure policy implementation success

### 4:30 Closing Remarks from the Chair Conference Adjourns

Tuesday, November 27, 2007

### 8:30 Coffee is Served ☕

### 9:00 Opening Remarks from the Chair

*Laura Lee Langley*

Assistant Deputy Minister  
Communications Nova Scotia

### 9:15 Building Strong Relationships with the Media to Ensure Your Story Gets the Attention it Deserves

*Susan Murray*

Senior Communication Strategist  
International Development Research Centre  
Former CBC Journalist  
Former Director of Communications for Scott Brison

*Bruce Champion-Smith*

Reporter, Ottawa Bureau  
The Toronto Star

*Gord McIntosh*

Vice President, Public Affairs  
G-4 Strategic Communications  
Former Senior Parliamentary Reporter, Canadian Press

*Annie Cuerrier*

Senior Advisor, Communications and Marketing Branch,  
Industry Canada

- Identify media influencers to understand how the news environment has recently evolved
- Developing targeted strategies to take advantage of the 24/7 news cycle
- Presenting a focused and goal-oriented story that contains all the relevant information
- Responding to media enquiries in a timely and effective manner to ensure your story is heard
- Dispelling rumours and inaccurate stories through providing correct and useful information
- Supplying reporters with the information they require in a timely fashion to enable them to meet their deadlines
- Reaching out to alternative media outlets to target diverse audiences

### 10:45 Networking Coffee Break ☕

PANEL

## 11:00 **Constructing an Innovative Intranet that Connects with Public Servants**

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**Robin Farr**

Editor, Employee Intranet, Public Affairs Bureau  
Province of British Columbia

- Building websites that engage employees through plain language
- Employing intranet sites as a communication tools to support human resources planning and organizational development
- Updating your site on a regular basis to maintain employee interest
- Presenting information that is both relevant and timely to encourage public servant interest, participation and feedback
- Evaluating the most effective and sustainable features to apportion limited resources appropriately
- Incorporating feedback mechanisms – both as a direct line of communication to executives and to further refine your message

## 11:45 **Developing an Effective Crisis Communication Plan to Mitigate Damage When Things Go Wrong**

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**Sam Bornstein**

Vice-President, National Public Relations

- Understanding the difference between an issue and a crisis
- Assessing your organizational risk to identify potential problems before they arise
- Identifying internal and external measures that need to be considered when responding to an emergency
- Designing a comprehensive strategy to be prepared before a crisis occurs
- Implementing training and simulation exercises to educate your workforce about their role in a crisis
- Exploring examples of well-managed (and poorly managed) crisis responses

## 12:30 **Networking Luncheon for Delegates and Speakers**

## 1:45 **Surfing With Caution: Exploring the Legal Implications of Public Servant Blogs and Social Media Usage**

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**Daniel A. Lublin**

Barrister and Solicitor, Toronto Employment Lawyer

*The Ontario Government© and City of Toronto's recent decisions to ban the use of "Facebook©" for their employees at work have highlighted concerns in the public sector about the misuse of these emerging social media tools. Join lawyer and Metro columnist Daniel A. Lublin in exploring the legal implications of social media for government communicators.*

- Identifying when employers are responsible for content posted online by their employees
- Evaluating how libel laws extend to online content and how employers should mitigate their risk
- Exploring what employers need to do to protect themselves against unflattering content posted online
- Determining when employee conduct outside of work becomes internal misconduct
- Outlining when discipline or dismissal become appropriate responses to inappropriate online use

## 2:30 **Networking Refreshment Break**

## 2:45 **Coordinating Communication Efforts Across Multiple Government Departments to Present a Common and Cohesive Message to the Public**

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**Jeff Bohach**

Executive Director, Communications Counselling  
Saskatchewan Executive Council

- Identifying the key elements and challenges of delivering messages to the public and other stakeholders
- Evaluating politician and public service responsibility for coordinating communications efforts
- Developing and tailoring messages to align with government goals and policies – employing a research-based approach
- Creating tools that enable visual delivery of your message to maximize impact
- Employing an external relations strategy that effectively targets appropriate audiences
- Building clear and open communication channels to enhance cooperation between various government departments

## 3:30 **Tailoring Your Message to Connect with an Increasingly Diverse and Segmented Audience**

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**Ghislain Lamothe**

Manager, Corporate Communications  
City of Greater Sudbury

- Developing innovative communication strategies that speak to specific audiences
- Pinpointing which media channels will give your message the best exposure to your target audience
- Overcoming language barriers to reach a multilingual audience
- Balancing the need to provide comprehensive communications with the reality of limited resources – deciding where to draw the line
- Implementing initiatives that encourage community consultation
- Targeting delivery of your message through engaging special interest groups

## 4:15 **Closing Remarks from the Chair Conference Concludes**

# Interactive Learning Sessions – Wednesday, November 28, 2007

9:00 a.m. – 12:30 p.m.  
(Registration Opens at 8:30 a.m.)

**A**

## A Step-by-Step Tutorial on Training Program Managers to Act as Media Spokespeople, Maximizing your Communications Capacity

**Stephen Heckbert**

Account Director, Thornley Fallis Group

**LeeEllen Carroll**

Senior Consultant, Thornley Fallis Group

**Mylene Duperé**

Consultant, Thornley Fallis Group

*One of the major challenges facing government communicators is ensuring that the media is provided with accurate in-depth information about government programs and policies.*

*Communications officers only have the time to master the basics of a program and increasingly rely on program managers to act as secondary spokespeople. Often, however, these managers have very little experience dealing with the media. This workshop will help you prepare program managers to act as representatives for their departments. Specific areas of discussion will include:*

- Demonstrating the importance of communications for program success to foster senior management cooperation
- Developing established communications protocols across your organization to standardize media enquiry response
- Coordinating with program managers to develop key messages
- Preparing for the interview:
  - What depth of information and level of analysis is required?
  - Tailoring answers depending on requirements of various media outlet requirements
  - How tight are publishing/broadcasting deadlines?
  - Who is the target audience?
  - Dealing with tricky questions
- Evaluating what information to reveal and what information needs to be protected
- Following up with program managers and media to identify the next further steps and opportunities

*Expand your communications capacity and build relations with the media. Reserve your space today!*

*Stephen brings more than 15 years experience in strategic communications, media training, public and media relations, media analysis, marketing, writing, and project management. A 2003 honouree as one of Ottawa's "40 Under 40" by the Ottawa Business Journal, Stephen has provided strategic communications advice and counsel to many senior executives and high-ranking public servants.*

*LeeEllen spent 18 years in network television news, including 5 years as Foreign Assignment Editor for ABC News in London and 13 years as a producer with CTV National News in Toronto and Ottawa. She now advises clients on media strategies, shapes messages and conducts media outreach.*

*Mylene has several years of experience working with various federal ministers, requiring a strong and strategic communication approach. She has developed effective crisis management techniques and is also noted for her expertise in the development of communication plans, the drafting of speeches and strategic texts and image management*

1:30 p.m. – 5:00 p.m.  
(Registration Opens at 1:00 p.m.)

**B**

## Measuring the Effectiveness of Your External Communication Plan to Demonstrate the Return on Investment to the Senior Executive Team: A Procedural Guide

**Alan Chumley**

Director, Measurement, Hill & Knowlton Canada

*Government communicators are facing increased pressure to measure their efforts and demonstrate quantifiable results to senior management. Are you reaching your key audiences? Is your message being communicated effectively? Is the value you are receiving from your external communications worth the resources you are expending? Is measurement something that is undertaken strictly at the end of a campaign? This workshop will explore the challenges of measuring the success of your communications initiatives and suggest proven strategies to improve upon your existing plans. Attend this session and learn about:*

*Developing a strategy or framework for measurement*

- Leveraging communications evaluation as a strategic goal, not just a tactical afterthought
- Understanding the factors driving increased pressure to measure communications
- Examining the interdependencies of a measurement framework - is there a measurement standard?
- Defining the success parameters for your external communications campaign
- Identifying the key factors to measure

*Employing specific measurement tools and tactics*

- Evaluating the current state of the art (or science?) in communications measurement
- Designing a logical and practical measurement methodology that produces accurate results – moving beyond counting news clippings
- Identifying what can be measured and how
  - Traditional media and social media
  - Awareness and opinion
  - Stakeholder engagements and relationships
  - Influencer networks
  - Speeches, events and sponsorships
  - Leadership qualities, trust and reputation
  - Return on investment
- Analyzing the data produced to identify key areas of success and pinpoint major areas for improvement
- Reviewing the top 15 myths and misconceptions of communications measurement

*Measure the success of your external communications programs to demonstrate your return on investment. Register today!*

*Alan combines his background as a communications practitioner with a deep understanding and experience in measuring communications to deliver measurable impact. An active blogger, Alan is also a resource on trends, theories and the latest insights in measurement.*



For over 20 years, **The Canadian Institute** conferences, summits and executive briefings have provided the business intelligence that Canadian decision makers need to respond to challenges and opportunities both here at home, and around the world. **The Canadian Institute** operates as a think tank, monitoring trends and developments in all major industry sectors, in the law, and in public policy, with a

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The Society offers a program of professional accreditation in public relations (APR), professional development and education programs affiliated with various colleges and universities, a job registry and networking opportunities, an annual national conference, a directory of all members and a forum for information sharing. Visit our web site for more information. [www.cprs.ca](http://www.cprs.ca)

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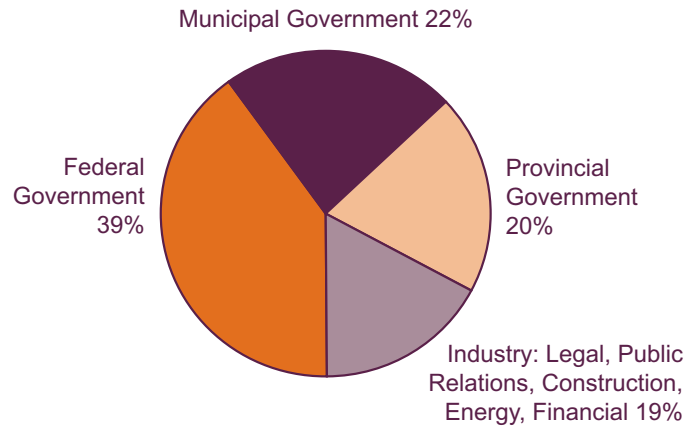
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## Industry Participation



(Internal & External Communications for Government 2006)

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- Communications and Public Relations and Governance Consultants
- Media
- Governance and Communications Lawyers

The Canadian Institute's  
**GOVERNMENT COMMUNICATIONS**

Presenting a Convincing Message That Connects With Your Audience

**Top Reasons to Attend!**

- 1 Foster strong relationships with the media
- 2 Leverage social media for government
- 3 Hear examples of real-life crisis communications
- 4 Reach diverse and segmented audiences
- 5 Engage public servants through internal communications

**REGISTRATION FORM**

To expedite your registration, please mention your priority service code

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**Administrative Details**

**VENUE:** Sheraton Ottawa Hotel  
**ADDRESS:** 150 Albert Street  
**TEL.:** 613-238-1500

**Hotel Reservations**

For information on hotel room availability and reservations, please contact Sheraton Ottawa Hotel at 613-238-1500.

**Program Materials**

Conference participants will receive a comprehensive set of conference materials prepared by the speakers. These materials are intended to provide the participants with an excellent reference source after the conference. If you have paid and are unable to attend, the conference materials will be shipped to you upon request only. Request must be received within 30 days upon conclusion of the conference.

**Cancellation and Refund Policy**

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