



# Social Media

## ► How to Manage, Monitor and Measure Social Media Effectively in Your Organization

### Hear from top Social Media leaders and industry experts

IBM Canada

BMW Group Canada

Dell

BMO Financial Group

National Research Council Canada

Cognos

Tucows

Iotum Corporation

Fasken Martineau LLP

Thornley Fallis

reInvent! Communications

ClickInsight Corporation



Dr. Hunter Madsen

**Yahoo!  
Canada**



Barnaby Jeans

**Microsoft  
Canada**



Susan Bloch-Nevitte

**Art Gallery  
of Ontario**



Michael Seaton

**Scotiabank**

### Access Cutting-Edge Case Studies

- Hear from Yahoo! Canada on integrating social media into your communications strategy to connect with consumers
- Learn from the Art Gallery of Ontario how to target media bloggers to get your story out
- Find out from Scotiabank how to achieve your 'Fifteen Megs of Fame'
- Discover strategies from Microsoft Canada to 'keep the conversation going' with your clients and prospects
- Analyse lessons learned from Dell on managing online crises
- Examine best practices from the National Research Council Canada to address social media challenges in the public sector

Sponsored By:



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PLUS! All accredited CPRS members who attend will qualify for 2 Maintenance of Accreditation Units

### Interactive Learning Session: December 3, 2007

**Social Media 101:**  
A Crash Course  
in the Functions and  
Features of Social Media

*See inside for details...*



Register Now: 1-877-927-7936 • [CanadianInstitute.com/socialmedia](http://CanadianInstitute.com/socialmedia)



# ► Are You Catching up with Your Clients & Competitors in the *Blogosphere*?

## WHO SHOULD ATTEND

Vice Presidents, Directors, Managers, Advisors and Coordinators of:

Corporate Communications

Public Relations/Affairs

Community Relations

Marketing

Branding

Publicity

Media Relations

Internal Communications

Human Resources

Employee Relations, Wellness and Engagement

People Development

Communications and Technology Consultants and Lawyers

 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 view to providing information on the leading edge. Headquartered in Toronto, **The Canadian Institute** produces over 180 events a year, attended by thousands of senior and C-level delegates from across the country. For more information, visit [www.CanadianInstitute.com](http://www.CanadianInstitute.com).



While experts agree that it's virtually impossible to have full control over the social media environment, they also agree that turning your back on social media altogether would very likely result in losing your market share in the *blogosphere* to your competitors. With the enormous opportunities that the cutting-edge social media offer your organization come equally-enormous challenges. But there are some steps you can follow to manage those challenges. That's where the **Canadian Institute's Social Media** conference comes in.

Whether you are using or considering use of social media, this conference will help you develop social media solutions, benchmark your practices against those of your peers and discover what's working (or not) in other organizations. You'll hear from social media experts from: **Microsoft Canada, Yahoo! Canada, Scotiabank, Art Gallery of Ontario, BMW Group Canada, IBM Canada, Dell, National Research Council Canada, BMO Financial Group, Iotum Corporation, Tucows, Cognos, Thornley Fallis, Fasken Martineau LLP, reInvent! Communications, ClickInsight Corporation** and much, much more!

**The Canadian Institute's Social Media** conference will show you **how to** manage, monitor and measure social media to overcome specific challenges, including:

- How to incorporate social media into your communications strategy to engage existing and potential clients
- How to implement social technologies internally to enhance collaboration, knowledge sharing and employee engagement
- How to pitch your story to media bloggers
- How to leverage social media to attract and recruit top talent
- How to manage online crises through response mechanism strategies
- How to identify the risks of using social media and how to mitigate those risks
- How to assess the ROI of social media
- How to monitor social media forums to track what's being said about you

**The Canadian Institute's Social Media** conference offers practitioner insight and expertise from a leading-edge roster of speakers. If you're in communications, marketing or human resources, you cannot afford to miss this event on December 4 – 5, 2007!

Register today by calling toll-free **1-877-927-7936** or register online at **[www.CanadianInstitute.com/socialmedia](http://www.CanadianInstitute.com/socialmedia)** to secure your spot.

# ▶ Expert Faculty

## Chair



**Joseph Thornley**  
Chief Executive Officer  
**Thornley Fallis  
and 76design**



**Richard Binhammer**  
Corporate Group  
Communications  
**Dell**



**John Blackmore**  
Senior Manager,  
Multimedia Marketing  
**Cognos**



**Susan Bloch-Nevitte**  
Executive Director,  
Public Affairs  
**Art Gallery of Ontario**



**John Cappella**  
Brand Communications  
Manager  
**BMW Group Canada**



**Ian Graham**  
Senior Manager,  
IT Strategy and Planning  
**BMO Financial Group**



**Chuck Hamilton**  
Manager,  
Learning Solutions  
**IBM Canada**



**Leona Hobbs**  
Communications Director  
**Tucows**



**Barnaby Jeans**  
Senior Technology Advisor  
**Microsoft Canada**



**Lise Lafontaine**  
Intranet Manager  
**National Research  
Council Canada**



**June Li**  
Founder and  
Managing Director  
**ClickInsight Corporation**



**Dr. Hunter Madsen**  
Director of Marketing  
**Yahoo! Canada**



**Antonietta Mirabelli**  
Manager, Communications  
**Art Gallery of Ontario**



**Geoff Ramey**  
Chief Recruiter  
**Yahoo! Canada**



**Alec Saunders**  
Chief Executive Officer  
**Iotum Corporation**



**Michael Seaton**  
Director,  
Digital Marketing  
**Scotiabank**



**Berkley Sells**  
Partner  
**Fasken Martineau LLP**



**Kate Trgovac**  
President  
**reInvent!  
Communications**



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8:00 Registration Opens and Coffee is Served ☞

## 9:00 Opening Remarks from Chair

**Joseph Thornley**  
Chief Executive Officer  
Thornley Fallis and 76design

### How to Manage, Monitor and Measure Social Media Effectively in Your Organization: Five Practical Case Studies

How do you catch up with your clients and competitors in the blogosphere? How do you find your target audience on the Web? Which social media will work best for your organization? What results are other organizations getting from using social media? What have they learned? And how can you benefit from using social media tools? The following case studies from leading North American companies will give you answers, solutions, tools and best practices to help you leverage social media in your organization.

## 9:15 Integrating Social Media into Your Existing Communications Strategy to Connect With Clients



**Dr. Hunter Madsen**  
Director of Marketing  
Yahoo! Canada

*If you're not involved in social media, then you don't have the ability to shape your public image on the Web. To take control of your image, you need to develop a plan to use the social media channels. What questions should you ask yourself before you embark on your social media plan? What are the opportunities that social media offer your organization? What are the challenges? Yahoo! Canada answers these questions through this key case study.*

- Determining a start point to your social media plan: your goals, audience and current challenges
- Understanding how your public image is perceived on the Web – and taking control of your image formation
- Identifying key Web communities that are integral to your overall social media plan
- Providing content of interest to your consumers to create a 'social hook' and attract more consumers to your social media activity
- Determining how to promote your social media channels
- Identifying and overcoming the obstacles to social media implementation

## 10:00 Blogging to Keep the Conversation Going with Your Market



**Barnaby Jeans**  
Senior Technology Advisor  
Microsoft Canada

*Microsoft Canada has been at the forefront of pioneers in implementing social media as a cutting-edge tool to connect*

*with its community. How can you leverage your corporate blog to engage your consumers and generate momentum around your ideas? Find out how Microsoft's evangelists use social media to keep the conversation going, what their corporate blogging best practices are and how to manage the challenges that might arise.*

- Using your corporate blog as a networking tool and extension of your activities to maintain an on-going relationship with your clients
- Blogging about topics of interest to your target audience to attract potential clients
- Focusing on the approach and style of your activity versus content
- Engaging your consumers by inviting guest bloggers to contribute to your blog

10:45 Networking Break

## 11:00 Implementing Social Media to Improve Internal Communications



**Lise Lafontaine**  
Intranet Manager  
National Research Council Canada

*The National Research Council Canada (NRC) implements social media to facilitate and add value to employee communications. How did this public organization deploy social technology nationally? Learn how NRC addresses the challenges of implementing social media in the public sector and in a bilingual environment. And do social networking sites, such as facebook.com and myspace.com, lead to a drop in productivity in the workplace? Find out what NRC's Lise Lafontaine thinks.*

- Using social media to share company vision with employees – so they can position their activities accordingly
- How to implement social technology to facilitate deployment, file sharing, idea generation and access to company files from a remote location
- Employing social technology as a knowledge-building tool with multiple contributors editing and adding value to collective projects
- Coping with the challenges of using social technology in a bilingual environment
- Addressing the challenges of implementing social media in the public sector

## 11:45 How to Manage Crises Effectively in Social Media



**Richard Binhammer**  
Digital Media Programs, Corporate Group Communications  
Dell

*Dell two years ago experienced first-hand the new dynamics and fundamental changes in today's public environment as a result of social media. A customer complaint went public and, when joined with others, turned into a complete assault on the company's reputation, which spread like an uncontrolled grassfire, spilling over into traditional*

mainstream media. The experience clearly highlighted that social media were not just a change in the rules, but in fact a fundamentally different game. As a result, Dell embarked on a completely new direction in consumer engagement and corporate communications. Today, through its IdeaStorm, StudioDell, Direct2Dell blogs and proactive outreach to bloggers, Dell is pioneering involvement and engagement, using social media as a cutting-edge tool to be part of customer conversations, learn about their concerns and solicit their input. How did Dell turn its crisis around and make lemonade from lemons? Richard Binhammer shares Dell's lessons learned in crisis management.

- How do you manage a PR crisis online? What are the response mechanisms?
- Proactively reaching out to consumers to address their concerns
- Developing a strong and credible reputation that will help generate balanced commentary in times of crisis
- Leveraging social media as a market research and innovation forum to gather feedback from your consumer base

## 12:30 Networking Luncheon

## 1:45 Targeting Bloggers as Influential Media to Get Your Story Out



Case Study

**Susan Bloch-Nevitte**  
Executive Director, Public Affairs  
**Art Gallery of Ontario**

**Antonietta Mirabelli**  
Manager, Communications  
**Art Gallery of Ontario**

*The Art Gallery of Ontario (AGO) last year launched a blogger outreach campaign to start a conversation with the public about the Frank Gehry: Art + Architecture exhibition. The alternative media coverage generated by blogs resulted in a very positive impact on the exhibition's promotion. For the first time in the AGO's history, the Web became a critical vehicle in building awareness, influencing public opinion and driving attendance. Learn how social media are a key component of the AGO's communication and marketing channels and how the AGO plans to optimize this network of bloggers going forward.*

- Determine if you should be aiming your story to make the front page of the Globe and Mail or Google
- Find out how to research bloggers and determine who should be on your media list
- Learn how to build relationships with this targeted group
- Capitalize on the additional coverage of blogging that traditional media do not provide
- Benefit from the ability of media bloggers to cover events and product launches within minutes
- Understand the power shift from traditional media to networked blogger media

## 2:45 Networking Coffee Break

## 3:00 How to Monitor Social Media and Mitigate Risk Effectively

**Joseph Thornley (Moderator)**  
Chief Executive Officer  
**Thornley Fallis and 76design**

**Dr. Hunter Madsen**  
Director of Marketing  
**Yahoo! Canada**

**Barnaby Jeans**  
Senior Technology Advisor  
**Microsoft Canada**

**Richard Binhammer**  
Digital Media Programs, Corporate Group Communications  
**Dell**

**Berkley Sells**  
Partner  
**Fasken Martineau LLP**

*With the enormous opportunities that social media offer your organization come considerable risks as well. While many corporations are concerned that confidential information might be leaked by employees through social media, experts argue that the greater risk is failing to seize the opportunities that social media present you with to engage your consumers. What are the risks associated with social media? What are the blogging liabilities? And how do you monitor social media to protect your organization from any potential risks? Four experts share their experience and thoughts.*

- Understanding the issue of control in the social media environment
- What are the risks of being transparent and open to your consumers and employees?
- Discussing the legal liabilities for material published in a blog
- How to determine which social media tools and communities to monitor
- Developing a monitoring strategy using a combination of search options

## 4:30 Chair's Closing Remarks Conference Adjourns

### SPONSORSHIP & EXHIBITION OPPORTUNITIES

Maximize your organization's visibility before key decision-makers in your target market. For more information, contact Senior Business Development Executive **Gaurav Wander** at **416-927-0718 ext. 232**, toll-free **1-877-927-0718 ext. 232** or by email at **g.wander@CanadianInstitute.com**



8:30 Coffee is Served 

9:00 Opening Remarks from the Chair

## 9:15 Fifteen Megs of Fame: How to Manage Your Brand in an Era of Consumer Control



**Michael Seaton**  
Director, Digital Marketing  
**Scotiabank**

*Brands are now and forever outside ivory tower control – and there is no turning back. As social media, consumer-generated content and digital distribution gain in popularity, everyone can readily achieve their 'Fifteen Megs of Fame.' But how can you achieve that? How do you manage your brand in today's digital world where consumers are creators? Hear how one of Canada's top banks developed a long-term digital strategy that consumers have embraced and learn the tips and tricks that will help you develop your own strategy, whether you're in the financial industry or not.*

- Understand today's new world of brand democratization, fragmented media and consumer control
- Find out how your brand can embrace change with new marketing methods
- Learn how to make your brand work and drive results with a solid digital strategy

## 10:00 Using Social Media as Your Competitive Edge to Acquire Top Talent



**Geoff Ramey**  
Chief Recruiter  
**Yahoo! Canada**

*In a strategic move to attract and recruit industry's sought-after talent, companies are using social media as a competitive tool to connect with passive job seekers. How do you incorporate social media into your recruitment strategy? How do you attract the right candidates using those channels? What are the potential pitfalls and legal implications? Yahoo! Canada's chief recruiter will take you through the tips and traps of using social media as a strategic recruiting tool.*

- Implementing effective techniques for using social media to beat your competitors to technology-savvy job seekers
- Creating a networking strategy to build relationships with top talent in your industry
- Making your company a talent magnet through providing content that interests your target audience
- Using social networking and blogs to provide candidates with personal interaction and instant feedback
- Employing the Web and your networks as a source of information for pre-qualifying top candidates
- Examining the potential pitfalls and legal obstacles before embarking on your social media recruitment strategy

10:45 Networking Break

## 11:00 Leveraging Virtual Worlds for Business



**Chuck Hamilton**  
Manager, Learning Solutions  
**IBM Canada**

*There has been a lot of buzz about virtual worlds as they evolve (Secondlife.com etc.). These virtual worlds have so far been utilized by the technical elite. But what's in it for you? Should you get involved? IBM has long been experimenting in virtual reality, with over 4,000 employees in its Virtual Universe Community working with clients and business partners to leverage virtual worlds for business. Find out how IBM's Virtual Universe Community was formed and learn about real-life examples of a variety of enterprises leveraging virtual worlds.*

- How to assess the business value of virtual worlds for your organization
- Determine whether to get involved in virtual worlds
- Hear about the business applications used in virtual worlds such as onboarding, training, education and research

## 11:45 Blogging to Position Yourself as a Thought Leader



**Alec Saunders**  
Chief Executive Officer  
**Iotum Corporation**

*So you started a blog. Now how do you make it work for you? How do you drive traffic from your blog to your corporate website? How do you stimulate conversation and encourage dialogue? Find out from Iotum's CEO-turned-blogger Alec Saunders, whose blog attracts over 184,000 visits a month. Learn how Saunders embraced blogging to get the story of Iotum out there and position himself as an authority in his industry.*

- Generating topical ideas to keep your blog current and relevant
- Staying authentic and transparent with your audience to create a true connection
- "Can I have my assistant write my blog for me?"
- How to optimize your blog to generate traffic for your corporate website
- Tracking the correlation between the popularity of your blog and traffic to your corporate website

12:30 Networking Luncheon 

## 1:45 Introducing Change Management Mechanisms to Adjust Workplace Culture to Social Media

**Ian Graham**  
Senior Manager, IT Strategy and Planning  
**BMO Financial Group**

*What are the new social media technologies and how do they (or don't they) fit into your corporate environment?*

Learn the technical and cultural implications and how to leverage these technologies to create new value for your business and customers. Hear from BMO's Ian Graham on the key cultural issues you will face in bringing these new approaches onboard into your corporate environment and learn of examples of successful adoption at other organizations.

- Creating a paradigm shift to build social media into day-to-day work activities
- Providing incentives for employees to use social technologies to encourage collaboration
- Providing employees with the proper training to capitalize on the benefits of using social media
- Leading by example through embracing social technologies and demonstrating their effectiveness
- Developing a strategy to bridge the gap between the Web 2.0 generation and a more senior generation in the workplace

## 2:30 Best Practices for Managing and Monitoring Employee Blogs



Case Study

**Leona Hobbs**  
Communications Director  
**Tucows**

One of the top concerns with social media today is what your employees might blog about you. How do you protect your organization from potential negative blogging? What kind of conversations should you have with your employees vis-à-vis their discussions online? How do you empower your employees so that they blog positively about you? Learn the nuts and bolts of moderating and monitoring employee blogs through this critical case study from Tucows.

- How to set guidelines for your employee bloggers inside and outside corporate walls
- Who should blog at your organization – and who shouldn't?
- How do you moderate and monitor employee blogs?
- Encouraging transparency and openness on the part of bloggers to help them build their own credibility online
- Involving your employees to contribute input and ideas to refine company policy
- Ensuring that employee confidentiality agreements include social media

## 3:15 Networking Coffee Break ☕

## 3:30 How to Measure the Effectiveness of Social Media



Case Study

**June Li (Moderator)**  
Founder and Managing Director  
**ClickInsight Corporation**

**Michael Seaton**  
Director, Digital Marketing  
**Scotiabank**

**John Cappella**  
Brand Communications Manager  
**BMW Group Canada**

## John Blackmore

Senior Manager, Web, Content and Multimedia Marketing  
**Cognos**

As you go forward with your social media plan, you need to set a benchmark for your social media tools. What are the key metrics to measure social media? How do you identify them? Learn how to measure social media and how to approach the assessment process from this diversified panel of experts. This is your opportunity to ask them all the hard questions about the challenges and issues you currently face.

- How to assess social media: Measuring impact versus ROI
- Measuring social media versus traditional Web activities
- Determining the key metrics to measure the results of social media
- Is the movement of the 'Web Traffic Needle' enough to measure the impact of your blog?
- Using your blog readership and comment postings to evaluate approach and style

Panel Session

## 4:45 Chair's Closing Remarks Conference Adjourns

## INTERACTIVE LEARNING SESSION Monday, December 3, 2007

### SOCIAL MEDIA 101: A Crash Course in the Functions and Features of Social Media

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

**Kate Trgovac**  
President

**reInvent! Communications**

Sorting out social media can be a big ordeal, but caching up with your peers, clients and prospects on the Web is certainly doable. Before you make any hard and fast decisions, you need to know what social media are and how they can benefit you. Whether it's blogs, podcasts, wikis, RSS, social networking or virtual worlds, this hands-on session will provide you with a prerequisite introduction, tools, technology and practical examples of each social medium.

- Learn how to use blogs, podcasts, wikis, RSS and the various other social media tools
- Determine which social media will (or will not) work for you
- Identify the opportunities for your organization in social media communities
- Review examples of social media utilized by other companies

# Social Media

▶ How to Manage, Monitor and Measure Social Media Effectively in Your Organization

## Top Reasons to Attend!

- ▶ **LEARN** how social media affect your current market share
- ▶ **BUILD** a business case internally to introduce social media into your organization
- ▶ **BENCHMARK** your social media practices against those of your peers
- ▶ **DETERMINE** the ROI of your social media activities
- ▶ **IDENTIFY** and mitigate the risks of using social media

### REGISTRATION FORM

To expedite your registration, please mention your priority service code

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**ATTENTION MAILROOM: If undeliverable to addressee, please forward to: Director of Communications**

### 5 Easy Ways to Register

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STEP 1

#### CONFERENCE CODE: 388E08-TOR

YES! Please register the following delegate(s) for **SOCIAL MEDIA**

Fee Per Delegate

- Conference Only \$1895 + \$113.70 (6%) GST = \$2008.70
- Conference & Interactive Learning Session \$2390 + \$143.40 (6%) GST = \$2533.40
- Please add the conference materials CD-ROM to my order \$195 + \$15.95 shipping & handling (+ applicable taxes)

Register 3 at the same time and get the 4th Free\*

#### SPECIAL DISCOUNT for CPRS Members

- I am a CPRS member. Member #: \_\_\_\_\_
- Conference Only \$1610.75 + \$96.65 (6%) GST = \$1707.40
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\* Volume discounts available to individuals employed by the same organization. Not to be combined with any other offer.

STEP 2

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EMAIL \_\_\_\_\_

TYPE OF BUSINESS \_\_\_\_\_ NO. OF EMPLOYEES \_\_\_\_\_

APPROVING MANAGER \_\_\_\_\_ POSITION \_\_\_\_\_

#### PAYMENT

Please charge my  VISA  MasterCard  AMEX

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I have enclosed my cheque for \$ \_\_\_\_\_ including GST made payable to The Canadian Institute (GST No. R106361728) PBN# 106361728PG0001

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STEP 3

### Administrative Details

**VENUE:** Marriott Bloor Yorkville  
**ADDRESS:** 90 Bloor Street East, Toronto  
**TEL.:** (416) 961-8000

#### Hotel Reservations

For information on hotel room availability and reservations, please contact Marriott Bloor Yorkville at 1.800.859.7180. When making your reservation, please ask for "The Canadian Institute's Corporate Rate".

#### 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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