



Melcrum, publisher of Strategic Communication Management, presents  
THE INAUGURAL

# STRATEGIC COMMUNICATION MANAGEMENT SUMMIT CANADA 2005

**SPECIAL OFFER!**

REGISTER BY  
August 26 TO  
**SAVE \$200**  
OFF THE FULL PRICE!

*"The opportunity to network and learn what my counterparts are doing around the world was stimulating."*

Sharon Lee Assang,  
Corporate Communications Manager,  
Regulated Industries Commission

## BUILDING COMMUNICATION STRATEGIES THAT DELIVER RESULTS

Two-Day Summit: **October 19-20, 2005**  
2 Pre-Summit Workshops: **October 18, 2005**  
Four Seasons Hotel, Vancouver, BC

Due to the overwhelming response of Canadian attendees at Melcrum's global events, Melcrum is proud to offer a Summit focused specifically on the best practices of your peers, featuring case studies from innovative and successful Canadian communication professionals representing:

Alberta Pensions Administration Corporation • Alcatel •  
BC Hydro • Bombardier Aerospace • City of Edmonton •  
City of Kitchener • Creo Inc., a subsidiary of Kodak • Farm Credit Canada •  
L.M. Dulye & Co. • Manulife Financial • Nova Scotia Community  
College • Royal Canadian Mounted Police • Sundance Consulting •  
TD Bank Financial Group • Vancouver Coastal Health

### Attend this strategic summit and learn:

- ✓ 7 key tactics for communicating with groups who really dislike you
- ✓ The 3-C's of strategic communication to affect organizational transformations
- ✓ Countless tips and "quick wins" to take back and apply in your organization
- ✓ The latest information from Melcrum's newly released research report *Driving Senior Leadership's Involvement in Internal Communication*



### By attending this event, you will discover how effective communicators are:

- Fostering a communication environment that embraces ongoing measurement and breaks down barriers to change
- Truly engaging employees and gaining commitment to actions required for successful organizational transformations
- Creating an effective communication strategy that produces desired outcomes from all audiences
- Blending HR, PR and IC skill sets to address core business issues on the front-line
- Communicating across multiple generations to engage employees and drive change
- Securing leadership commitment to strategic communication to build a communication strategy that drives action

Organized by:



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**15% Off Registration to Members of these Supporting Organizations**



Registrants receive a **FREE 6 month subscription** to the Melcrum publication of their choice

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Online: **www.melcrum.com**

“Designed as a meeting of minds for VP and Director level corporate communicators, The **Strategic Communication Management Summit Canada 2005** will give you the skills and ideas you need to put corporate communication at the heart of the organization’s goals. Come and listen to refreshing new case studies, learn from just-released research and network with a global group of communication practitioners. This is more than just a conference - it’s a Summit bringing together the best minds in strategic communication.”



Victoria Mellor, CEO  
Melcrum Publishing

## Who Should Attend:

Senior Vice Presidents, Vice Presidents, Directors, Managers, Consultants and Leaders involved with:

**Communication:** Internal, Strategic, Employee, Corporate and Marketing Communication

**Relations:** Employee, Media, Government and Public Relations  
Human Resources • Knowledge Management • Internal Branding  
Change Management • Organizational Development  
Organizational Transformation

## What You’ll Get From Attending:

### • Great speakers!

As a research-led organization we meet communicators and keep on top of the current challenges they face. Hear leading practitioners who’ll focus on these issues and help you improve your business performance

### • Pre-summit workshops!

Come and hear presentations from industry experts, who will focus on the practical rather than the theoretical. Take part in group discussions, Q&A sessions and live case studies. Leave with value-adding ideas you can implement in your daily work

### • Cutting-edge research!

Melcrum doesn’t just report on the industry, our research into best-practice leads the way and influences practitioners in organizations all over the world. Get the latest information from Melcrum’s research report *Driving Senior Leadership’s Involvement in Internal Communication*

### • Interactive sessions!

Get answers to your questions, participate in debate and benchmark with experienced and enlightened experts and practitioners during the interactive workshops and panel discussion

### • An unmissable opportunity to network!

Sharing experiences and learning from fellow senior communication professionals is integral to a Melcrum event. During the breaks, lunches, panel discussion, pre-summit workshops and at the drinks reception, you’ll have plenty of opportunity to build your network of communicators

“There were a substantial number of take-a-ways I hope to initiate and apply immediately. It was time well spent and excellent for opening up my mind and broadening my thinking.”

Alice Searcy, Director, Corporate Communication,  
Michelin North America

## Schedule At A Glance

### Pre-Summit Workshops • October 18, 2005

9:00	Connecting the Multi-Generational Workforce: Communication Strategies to Engage Employees and Drive Change <b>Sundance Consulting</b>
1:00	How to Create a Two-Way Communication Culture, Improve Accountability and Measure Results <b>L.M. Dulye &amp; Co.</b>

### Day One • October 19, 2005

8:30	Chairperson’s Opening Remarks Linda Dulye, President, <b>L.M. Dulye &amp; Co.</b>
8:45	KEYNOTE PRESENTATION Leading Strategic Communication from the Top to Drive Employee Engagement <b>Farm Credit Canada</b>
9:45	The New Communicator: Fusing HR, PR and IC Skill Sets to Become Communicators of Value <b>Alcatel</b>
10:45	Morning Break
11:00	Lessons Learned from One of Canada’s Most Sensational Communication Challenges: The “Pickton Pig Farm” Investigation <b>Royal Canadian Mounted Police</b>
12:00	Luncheon
1:00	<b>Track A:</b> The Impact of Strategic Communication on Organizational Transformations <b>Nova Scotia Community College</b>
	<b>Track B:</b> Communicating with an Audience that Doesn’t Want to Listen City Manager’s Office, <b>City of Edmonton</b>
2:00	<b>Track A:</b> Redefining and Reshaping Employee Communication at BC Hydro to Support Change Management <b>BC Hydro</b>
	<b>Track B:</b> Effectively Communicating a Corporate Social Responsibility Strategy to Engage Stakeholders <b>TD Bank Financial Group</b>
3:00	Afternoon Break
3:30	<b>Track A:</b> Strategic Communication During Takeover Attempts and Acquisitions <b>Creo, Inc., a subsidiary of Kodak</b>
	<b>Track B:</b> Implementing Proactive Communication Strategies to Avoid PR Disasters <b>City of Kitchener</b>
4:30	Day One Wrap Up
5:00	Networking Reception

### Dine Around in Vancouver

Melcrum will arrange for dinner reservations at a variety of restaurants in Vancouver. Participants can elect to sign-up for one of the dinners and meet other participants in an informal setting.

### Day Two • October 20, 2005

8:45	Chairperson’s Opening Remarks
9:00	Creating an Engaged Workforce from Leadership Down to Impact Business Results <b>Bombardier Aerospace</b>
10:00	Strategic Leadership Communication Report Results <b>Melcrum Publishing</b>
10:45	Morning Break
11:00	Managing Communication Strategies Pre- and Post-Merger <b>Manulife Financial</b>
12:00	Luncheon
1:00	Interactive Panel Session
2:00	Building a Measurement Strategy for your Intranet <b>Vancouver Coastal Health</b>
3:00	Afternoon Break
3:15	Building a Culture of Continuous Communication Measurement <b>Alberta Pensions Administration Corporation</b>
4:15	Summit Wrap Up

## Workshop A

9:00 a.m. to 12:00 Noon

### Connecting the Multi-Generational Workforce: Communication Strategies to Engage Employees and Drive Change

#### Workshop Leader:

**Kathi Irvine,**

Core Consultant, **Sundance Consulting**



With only 33% of organizations reaching their desired change outcome and poor communication identified as one of the top three reasons why major change initiatives fail, success lies in the acknowledgment that for the first time we have four generations working side by side who have different values and work priorities. Successful change demands the ability to communicate with each member of the generations in a manner that they can hear, understand, become more committed to and move to action in order for the change to succeed.

Understanding the factors that influence each of the generations during their formative years, as well as each generation's fundamental values, will allow leaders at all levels of the organization to design

communication strategies that will increase understanding and enhance commitment to change.

#### Workshop Learning Objectives:

- Examine each of the four generations and the influences that fashioned their values and work ethic
- Understand the difference and the connection between implementing successful change and leading people from the four generations through transition
- Investigate strategies to engage each of the generations during organizational change

Employee satisfaction surveys show communication is the number one desired improvement. Leaders who understand what has shaped each of the generations during the formative and the coming of age years will be better armed to engage their employees and gain commitment to actions that are required for successful organizational change.

## Workshop B

1:00 p.m. to 4:00 p.m.

### How to Create a Two-Way Communication Culture, Improve Accountability and Measure Results

#### Workshop Leader:

**Linda Dulye, President of L.M. Dulye & Co.**



Communication in your organization is like quality. It isn't a product or a function. Nor is it the sole responsibility of the Communication Department, HR or senior management.

It is a process that is driven by every member of an organization. It's measurable, and requires continuous review and improvement. Communication is a tool that every person within the company can learn to use effectively to achieve business results.

This workshop will discuss a tried and tested process for building shared accountability and two-way functionality into internal

communication. Using examples from a Fortune 100 company case study, the session will cover how to introduce, implement and measure a Two-Way Communication Program.

#### Participants will learn how to:

- Get and keep senior management's buy-in
- Conduct a baseline survey of current communication performance
- Engage employees on communication teams that manage and monitor day-to-day communication
- Follow through on action plans that hold people accountable
- Measure and report progress using scorecards

#### Organized by:



Melcrum is a family publisher founded in 1996. For the last nine years we have been dedicated to helping you improve the effectiveness of your communication strategies and to be more successful in business.

Our team of researchers and editors are passionate about finding where the best-practice communication gets done. We then deliver these tools, techniques and case studies to you through our events, publications, research and training courses. We aim to lead the way in communication so that you always have access to new trends and answers to your current communication challenges.

*"This was a very valuable opportunity. I learned answers to issues we are facing, heard about what others are doing and gained knowledge and information that will help us move forward."*

**Debbie Rivenburg,**  
Operations & Management Consultant,  
**Florida Department of Revenue**

8:45-9:00 **Chair's Opening Remarks**



**Linda Dulye**  
President  
**L.M. Dulye & Co.**

9:00-10:00 **Keynote Address:  
Leading Strategic Communication from the Top to Drive Employee Engagement**

Take an organization that more than doubles its portfolio from \$5 billion to \$11 billion in five short years. Then add a world class CEO who stands on the belief that communication is essential to business growth. Mix with an unshakeable resolve to create exceptional employee and customer experiences and stand back! It's Farm Credit Canada's home grown recipe for success.

Farm Credit Canada's employee communication strategy, which didn't exist three years ago, literally has helped to drive employee engagement scores from 69% to 81% in the past year. In this session, you will learn:

- The role of communication in the business
- What happens when strategic communication becomes part of the business strategy of an organization
- How to build an employee communication strategy that impacts the business
- How to build solid commitment and leadership in communication
- What Farm Canada Credit did to achieve outstanding results and how they did it



**Claire Watson**  
Director, Corporate Communication and Translation  
**Farm Credit Canada**

10:00-10:15 **Morning Break**

10:15-11:15 **The New Communicator: Fusing HR, PR and IC Skill Sets to Become Communicators of Value**

Building and sustaining a communication strategy that engages employees and impacts the business involves an integration of PR, HR and IC skill sets. By establishing an organizational communication strategy that addresses individual needs (HR) and company needs (PR and IC), you can ensure that all stakeholders are working toward the same goals. In this session, you will learn how to:

- Create a truly effective communication strategy that produces desired outcomes from all audiences
- Identify which skills and tools can help you become a communicator of substance
- Connect HR and IC closer to internal customers and increase the value of your communications
- Work in partnership to focus communication on core business issues on the front-line



**Catherine Coyle**  
Director – North American Internal Communications  
**Alcatel**

11:15-12:15 **Lessons Learned from One of Canada's Most Sensational Communication Challenges: The "Pickton Pig Farm" Investigation**

Robert William Pickton is currently charged with the murder of 27 women as the investigation continues into the disappearance of more than 60 women from Vancouver's Downtown Eastside. The Royal Canadian Mounted Police, as part of a large-scale Joint Task Force investigation into the Missing Women file, took the lead in developing a strategic communication and issues management strategy. Working from an on-site mobile communication center for the

initial two months, the Missing Women Joint Task Force Communications Team dealt with over 2,500 news media requests, held news conferences twice daily and designed a stakeholder relations plan to deal with not only the general public and neighbors of the pig farm but also families of the missing women. In 2003, the communication team managing the Pickton file received the RCMP's national Award of Excellence in recognition of their work. Join two of the key strategists who designed and implemented the communications plan for the Pickton file as they use video tape, polling data, and news content-analyses to walk you through one of Canada's most sensational communication challenges. Specifically, hear how the Strategic Communication Plan effectively addressed the following questions:

- How effective can a website be in managing the news media, reaching out to stakeholders and keeping the public informed?
- During a major issue there are three key audiences: need to know, should know, and want to know. How do you prioritize the three and what messages do each want to hear?
- What role can comprehensive research including news content analysis and public opinion polling play in keeping you on target with messages and managing expectations from senior management?



**Dr. Eli Sopow**  
Head of the Strategic Communications Section

and

**Dawn Roberts**  
Communications Analyst  
**Royal Canadian Mounted Police, Pacific Region Headquarters**

12:15-1:15 **Luncheon**

Choose: **Track A or Track B**

1:15-2:15 **Track A: The Impact of Strategic Communication on Organizational Transformations**

In this session, you will hear about an organization that made strategic use of communication to help effect an extraordinary transformation – inside and outside the organization. You will learn how the Nova Scotia Community College used the 3-C's of strategic communication to best advantage and how you can apply these principles within your organization to achieve sustainable organizational change.

- Consultation: Engaging in conversations that matter
- Collaboration: Integrating and sustaining meaningful partnerships
- Consistency: Ensuring words and actions speak with one voice

**Michelle Lane**  
Director, Marketing & Communications  
**Nova Scotia Community College**

–or–

1:15-2:15 **Track B: Communicating with an Audience that Doesn't Want to Listen**

The City of Edmonton took a unique approach to communication strategy while working with a mixed bag of special interest and Aboriginal groups who didn't trust the City, didn't want to hear from the City and didn't want the City to put words in their mouths. Instead of its typical approach of telling a story that the target audience could picture themselves in, this audience wanted to create the story and paint their own future vision.

This audience continues to fight with the City today...but the project is widely seen as a success by all. How? Attend this session and you will learn:

- The 7 key tactics for communicating with groups who really dislike you
- How the right communication approach can go a long way towards telling other audiences good things about your organization

**David Schneider**  
City Manager's Office  
**City of Edmonton**

2:00-3:00

### **Track A: Redefining and Reshaping Employee Communication at BC Hydro to Support Change Management**

BC Hydro is the largest electric utility in British Columbia serving more than 1.6 millions customers. It employs over 4,000 staff located in over 70 communities in the province. Over the past year, BC Hydro went through an intensive process to redefine and reshape employee communication to better reflect the company's priorities placed on creating a common platform for understanding a new purpose and long-term goals. The project included extensive internal surveys and best practice research followed by a launch of several new communication vehicles and programs. In this session, BC Hydro will share its insights and learnings as it moved its internal communication function from an "information out" communication program to one that supports change management and has opened the channels to two-way dialogue.

Learn how to:

- Analyze your existing communication program
- Identify the most effective new programs to implement
- Deploy new communication vehicles to respond to and meet employee needs



You will also learn BC Hydro's next steps as they embark on a project to resurvey employees to determine if they hit the mark.

**Cynthia Dyson**  
Manager, Internal Communications & Outreach

and



**Carolyn Gleeson**  
Senior Editor  
**BC Hydro**

–or–

2:00-3:00

### **Track B: Effectively Communicating a Corporate Social Responsibility Strategy to Engage Stakeholders**

Due to a combination of factors including stakeholder demands for more transparency and corporate commitments to contribute back to communities in which organizations operate, corporate social responsibility is increasingly on the business agenda. In this session, you will learn how TD Bank Financial Group has responded to the growing CSR agenda and how they communicate on these issues both internally and externally.



**Scott Mullin**  
Vice President, Government and Community Relations  
**TD Bank Financial Group**

3:00-3:30

### **Afternoon Break**

3:30-4:30

### **Track A: Strategic Communication during Takeover Attempts and Acquisitions**

Creo Inc., one of the largest high tech companies based in the Vancouver area, experienced significant challenges over the past year including a hostile takeover attempt followed by acquisition by Eastman Kodak Company. This case study will highlight the strategy, planning and execution by the Corporate Communication team to keep all stakeholders up-to-date on these developments. Learn:

- What to communicate to whom, when and how during a hostile takeover attempt

- What vehicles to use to effectively keep employees motivated and customers informed of new developments
- How to engage the media and customers to gain shareholder support
- How to communicate to stakeholders through the transition of acquisition



**Rochelle van Halm**  
Media Relations Manager  
**Creo Inc., a subsidiary of Kodak**

–or–

3:30-4:30

### **Track B: Implementing Proactive Communication Strategies to Avoid PR Disasters**

Crisis is part of life; a virtual certainty. Any organization can undergo a crisis, but through good preparation in terms of communication strategy, the impact of crises can be reduced and sudden-onset situations do not have to turn into public relations disasters.

In 2004, routine maintenance on a well-used Kitchener playground – built on a former City-operated fill site - turned up discolored soil and debris about 12 inches below the surface. This session will focus on:

- The detailed communication strategy immediately put into action by City staff to ensure that as much information as possible was shared with residents and the media
- How the leadership role taken has since created a positive, proactive image for the City when dealing with environmental concerns
- How to shift from communication as a tool to communication as a strategic player in the overall decision-making process

**Rosemary G. Pitfield**  
Director, Corporate Communications & Marketing  
**City of Kitchener**

4:30

### **Day One Wrap Up**

5:00

### **Networking Reception**



### **Dine Around in Vancouver**

Melcrum will arrange for dinner reservations at a variety of restaurants in Vancouver. Participants can elect to sign-up for one of the dinners and meet other participants in an informal setting.

### **Past Attendees to Melcrum Conferences and Workshops**

3M • Advanta • AOL • Axcan Pharma • Barclays Global Investors • Boeing Integrated Defense Systems • Blue Cross Blue Shield Association • Canadian Federal Government • Capital One • Coors Brewing Company • DaimlerChrysler • Deloitte • Disney Cruise Line • Equity Office Properties Trust • Ernst & Young • ExxonMobil • FedEx • idelity Investments • Found Knowledge • General Motors • Georgia-Pacific • Great American Financial Resources • Harley-Davidson Motor Company • Harvard Medical School • Hewlett-Packard • IBM Corp. • IKEA • Intel Corporation • John Deere Community Credit Union • Johnson Controls • JP Morgan Chase • Kellogg Company • KPMG • Kraft Foods • Life Therapeutics • LifeScan, a Johnson & Johnson company • L'Oreal • Madison Square Garden • Masterfoods USA • McDonald's Restaurants of Canada Ltd • NASA Academy of Program and Project Leadership (APPL) • Nationwide • Nortel Networks • OGE Energy Corporation • OneSource • Optum/UnitedHealth Group • PepsiAmericas • Pfizer • PricewaterhouseCoopers • QUALCOMM Incorporated • Quantum Corporation • QVC • RCI / Fairfield Reservations • Rolls Royce • Royal Bank of Canada • Sears Canada • Shell • Sodexo • Target Corporation • Tiffany & Co. • Time Warner • Unilever Cosmetics International • United Airlines • US Army Corps of Engineers • Vancouver City Savings Credit Union • Vanguard Group • Veolia Water • Walt Disney World • Watson Wyatt Worldwide • Wells Fargo • Xerox • Xerox Capital Services • Yazaki North America • YSI Incorporated

8:45-9:00 **Chair's Opening Remarks**



**Kieron Shaw**  
Head of Research  
**Melcrum Publishing**

9:00-10:00 **Creating an Engaged Workforce from Leadership Down to Impact Business Results**

Employee engagement now forms one of Bombardier Aerospace's three business priorities. The goal is to make sure people have the knowledge and understanding of the business priorities and the capability – in terms of skills, tools, process and overall organizational culture – to contribute to those goals. In this session, you will learn how improved leadership communication is helping to change behaviours and impact business results. Specifically, learn how Bombardier:

- Approaches engagement by focusing on two elements: intellectual and emotional engagement
- Places managers and leaders at the heart of employee engagement
- Addresses cultural issues by creating "change agents"
- Tracks improvements and changes through research and measures outcomes



**Lise St-Arnaud**  
Director, Internal Communications  
**Bombardier Aerospace**

10:00-10:45 **Driving Strategic Leadership's Role in Internal Communication Research Results**

Reporting on information from both qualitative interviews and quantitative surveys of internal communication professionals worldwide, this session will highlight best practices, tips and tactics for driving senior leadership's involvement in communication as determined by Melcrum's newest study on Leadership Communication. Specifically, it will focus on results around three key areas:

- Convincing senior leaders to be more involved with communication issues
- Managing the challenges of having senior leaders involved in communication
- Information and tactics to be used with/by senior leaders

Kieron Shaw  
Head of Research  
**Melcrum Publishing**

**SPECIAL OFFER!** All registrants in attendance will receive a **FREE** copy of the Executive Summary to Melcrum's *Driving Senior Leadership's Involvement in Internal Communication* report!!

10:45-11:00 **Morning Break**

11:00-12:00 **Managing Communication Strategies Pre- and Post-Merger**

With more than 20,000 employees and thousands of distribution partners, Manulife Financial is the largest life insurance company in Canada, the second largest in North America and the fourth or fifth largest in the world. In April 2004 Manulife Financial acquired John Hancock, a Boston-based Life Insurance company. To date, this is one of the biggest cross-border acquisitions in Canadian history. Managing employee communications pre- and post-merger has been a great opportunity for the many communication professionals involved. Learn first-hand the challenges, successes and key learnings, including:

- Key phases of merger communication

- Importance of communication and culture: building a "one company" theme for a truly integrated organization
- Communication vehicles and tools used

**Nicole Boivin**  
Vice President of Executive Development and Internal Communications  
**Manulife Financial**

12:00-1:00 **Luncheon**

**Panel Session**

1:00-2:00 **PANEL SESSION**

With so many strategic communication experts, reports and surveys, it can be difficult for a communication practitioner to focus on the best, most reliable resources. Here's your chance to exchange innovations in communication process development and determine which strategy, or unique blend of strategies, will work best for your organization. Bring your questions, your success stories and lessons learned and benchmark best practices with your peers. In addition to answering your questions, our expert panel will recommend implementation tools and provide you with "quick wins" to bring back to your office and apply immediately.

*\*Please Note: Melcrum will conduct a pre-summit survey via e-mail to identify the common issues and ensure participants receive answers to questions.*

2:00-3:00 **Building a Measurement Strategy for your Intranet**

Vancouver Coastal Health has been developing its intranet around its measurement strategy and establishing the intranet as a business asset. The health authority has been linking its strategy and its need for people to access and share knowledge with the intranet's communication plan. It has been assessing the intranet's role in communicating throughout the organization. It has also applied the measurement strategy to building a partnership with the IT team.

In this session, you will learn about Vancouver Coastal Health's metrics and strategies including:

- Intranet strategy
- Measurement strategy
- Benchmarks
- Implementation of the audit recommendations
- Results delivered - usage and satisfaction
- The future state



**Peter Roaf, ABC**  
Director of Internal Communications  
**Vancouver Coastal Health**

3:00-3:15 **Afternoon Break**

3:15-4:15 **Building a Culture of Continuous Communication Measurement**

Communication departments worldwide are seeking to prove their impact on return on investment. From private companies to the non-profit world, a culture of continuous communication measurement can be developed in the communication department and in the organization. From this session, you will:

- Review the challenges of developing communication measurement
- Be provided with tactics that can help in developing a measurement culture
- Understand how to develop a communicators skill set to include communication measurement
- Understand how to provide real data to the CEO to influence a culture of measurement in the organization



**Barbara Engelbart**  
Director, Communications  
**Alberta Pensions Administration Corporation**

4:15 **Summit Wrap Up**

## Supporting Publications:



**Strategic Communication Management** is the "one-stop" guide for today's professional communicator. In every issue, you'll find practical ways to take a strategic approach to communication. As Elizabeth Armstrong, Senior Corporate Affairs Manager at Standard Chartered Bank, says: "Not only is it the sole publication pitched at managing the communication function, its ever-growing pool of top notch contributors work hard to ensure good coverage of international communication practices." To download your free sample copy, visit [www.melcrum.com](http://www.melcrum.com).



**The Business Communicator** keeps you fully up-to-date with what's working in corporate and internal communication. Published 10 times a year, it's packed full of tried and tested ideas and techniques from "best-in-class" companies. Our mantra is "if it isn't practical, it doesn't get published." To download your free sample copy, visit [www.melcrum.com](http://www.melcrum.com).

## Corporate Responsibility Management

**Corporate Responsibility Management** is the new subscription publication for CR professionals. It gives you detailed case studies written by in-house practitioners on the strategies they've put into place at their organizations. We'll show you what really worked, the mistakes to avoid and give you tips on how to do it better. To download your free sample copy, visit [www.melcrum.com](http://www.melcrum.com).



**Special Offer:**  
Registrants receive a 6 month subscription to the Melcrum publication of their choice.

## Sponsorship and Exhibition opportunities:

Sponsoring or exhibiting at the **Strategic Communication Management Summit Canada 2005** is the best way to meet and interact with your current and future clients. Our delegates are top-level decision-makers from international organizations passionate about the role of internal and external communication. Sponsor the **Strategic Communication Management Summit Canada 2005** and reach them before the competition do.

For more information, please contact: **Laurie Anne Plax**  
Phone: 312.994.2469 E-mail: [laurianne.plax@melcrum.com](mailto:laurianne.plax@melcrum.com)

## Early Bird Savings!

REGISTER BY August 26, 2005 TO **SAVE \$200** ON THE FULL PRICE!

Register Now For The:	Before August 26	After August 26
<b>Premier Package</b> (Includes 2-day Summit and 2 Pre-Summit Workshops)	\$1850	\$2050
<b>Standard Package</b> (Includes 2-day Summit and a choice of 1 Pre-Summit Workshop)	\$1600	\$1800
<b>2-day Summit only</b>	\$1200	\$1400
All prices in Canadian dollars		
<b>Non-profit discount:</b> Take an additional \$150 off the total registration price. Please call 866.MELCRUM for information on team discounts.		

## With Special thanks to:

All members of BC HRMA, CIM, and PR Canada are entitled to a **15% discount** off their summit package



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## Strategic Communication Management Business Performance Awards 2006

The **SCM Business Performance Awards** acknowledge and celebrate best practice in strategic communication around the globe, showcasing the very best examples of how communication can improve business performance and turn strategy into action.

The Awards are open to any business person whose communication efforts have a positive and demonstrable impact on organizational performance.

Closing date for entries: **November 25, 2005**

For more information, visit [www.scmawards.com](http://www.scmawards.com)

## Team Discounts

Team participation is essential to every integrated internal and external communication effort. We are offering discounts when two or more employees from the same organization attend. Teams of 2 receive a 10% discount. Teams of 3-4 receive a 15% discount. For teams of 5 or more, please call 866.MELCRUM or 312.994.2468 or e-mail [scmsummitca@melcrum.com](mailto:scmsummitca@melcrum.com)

## Accommodation



Fees do not include hotel accommodation. Preferential rates have been arranged for delegates at Four Seasons Hotel, Vancouver, BC. Please contact the hotel directly to make your reservation, quoting "**The Strategic Communication Management Summit Canada 2005**" as your reference. The hotel will only hold the preferential rooms until

October 3, 2005, so we recommend booking early. The preferential rate is subject to availability. Please phone the reservations desk at

Four Seasons Hotel Vancouver  
791 West Georgia Street  
Vancouver, BC V6C 2T4  
Phone: 604-689-9333  
Fax: 604-689-3466  
[www.fourseasons.com](http://www.fourseasons.com)

## Substitutions/cancellations

You may substitute delegates at any time. For cancellations received in writing more than thirty (30) working days prior to the event, delegates will receive a credit redeemable against a future Melcrum event. For cancellations received less than thirty (30) days prior to the event, no credits will be issued.

## Payment

Please note all bookings must be paid for in full at least ten (10) working days before the **Strategic Communication Management Summit Canada 2005** date.

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