



The Canadian Institute's

Leveraging BLOGS for Corporate Communications

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Maximizing Marketing Opportunities and Mitigating the Risks

Featuring Experts from:

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Marqui Inc.

Fleishman Hillard Inc.

Industry Canada

Avant Strategic Communications

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Cassels Brock & Blackwell LLP

Tucows Inc.

Mercer Human Resource Consulting

December 5 and 6, 2005

Holiday Inn On King, 370 King St. West, Toronto

New media is rapidly changing the communications landscape. Is your organization keeping pace?

- **Hear** from market leaders how they have leveraged the potential of blogs
- **Explore** whether blogs fit into your marketing mix
- **Learn** how to incorporate blogs into your media monitoring system and crisis management strategy
- **Understand** how to utilize blogs as a cost effective communications channel alternative
- **Reduce** the risk of human resources infractions and litigation

Exclusive Interactive Workshops:
Wednesday, December 7, 2005

A **A Communicator's Manual to Setting up and Managing Your Own Corporate Blog**

B **The Complete Guide to Attracting Attention to Your Blog**

Plus!

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

Official Newswire



CNW GROUP



Keynote Speaker: **Alan Rambam**

Senior Vice President & Partner, Youth Markets, Fleishman-Hillard Inc.; Former Clinton Administration appointee for the White House's National Campaign Against Youth Violence.



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Blogs Are Paying Attention to You – Are You Paying Attention to Them?

Blogs are changing the way we communicate and essentially how we conduct business. This new media can provide a new and effective way to access your clientele and get your message across, but blogs can also talk about your organization, possibly without your awareness or consent. As the information age that we live in evolves you need to ensure that you are abreast of the changes in technology so you can take advantage of all the opportunities and minimize the challenges.

Communications, public relations and marketing professionals want to create and execute effective media and marketing campaigns. **The Canadian Institute's Leveraging Blogs for Corporate Communications** conference will help your organization balance maximizing the potential of blogs, while mitigating the risks of a negative corporate image and give you practical tools for setting up and managing your own blog.

Attend the **Leveraging Blogs for Corporate Communications** conference to hear about this latest new media phenomenon from top industry leaders, blog experts and change specialists from across Canada and the U.S. This is Canada's premier event – nowhere else will you find such a top-notch, comprehensive industry faculty: iStudio, Canada Post Corporation, Fleishman Hillard Inc., Marqui Inc., Industry Canada, CNW Group, Avant Strategic Communications, York University, Lang Michener LLP, Bacon's Information Inc., National Post, Twist Image Multimarketing Studio, McClaren McCann Canada Inc., The Globe and Mail, Userland Software, IBM Corporation, Room 40 Communications, Canadian Business, Kennedy Jones and Associates, Cassels Brock & Blackwell LLP, Tucows Inc. and Mercer Human Resource Consulting.

Get the cutting-edge information you need:

- Hear from top industry leaders and innovators on why their companies are making investments and becoming part of the blogosphere
- Why Canada Post created their Blog from Director, Employee Communication, **Diane Patell-Pernari**
- Discover how to make the most of your website by leveraging the internet from the Vice President, Strategic Design at Web Feat Inc., **Meredith MacKeigan**
- Understand how this new media impacts your current corporate and human resources policies
- Determine how to reduce your legal vulnerability from two top legal experts

If you have a stake in communications, you can't afford to miss this conference! Be where the experts, your colleagues and competitors will be on December 5-7, 2005.

Register now:

Telephone: toll-free **1-877-927-7936**
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WHO SHOULD ATTEND

Vice Presidents, Directors, Managers and Specialists of:

- **Media Relations**
- **Public Relations /Affairs**
- **Marketing**
- **Employee/Internal Communications**
- **Sales**
- **Product/Brand Managers**
- **Promotions/ Advertising Managers**

- **Corporate Strategic Communications**
- **Human Resources**
- **Policy and Compliance**
- **Investor Relations**

Plus:

- **Government & Academia**
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- **Human Resources Associations**
- **Corporate Counsel**

Here's What Delegates Have Said About Other *Canadian Institute* Communications & Marketing Events

"Excellent calibre of presenters!!" "Very interesting, informative & well presented". "All of it was great".

Sylvia De Vries

Corporate Communications Manager, Enwin Utilities Ltd.
Delegate, Media Relations Summit 2005

"Great insider info from journalists and PR practitioners".

Brenda Heald

Manager, Corporate and Member Communications
Canadian Cooperative Association
Delegate, Media Relations Summit 2005



The Canadian Public Relations Society, Inc.

The Canadian Public Relations Society, Inc. (CPRS) is Canada's only professional association representing 1,700 public relations practitioners in 17 Member Societies across Canada who commit to following a Code of Professional Standards. 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

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com

Monday, December 5, 2005

8:00 Registration Opens & Coffee Served ☞

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

Michael O'Connor Clarke
Vice-President
Marqui Inc.

9:15 **Democratization: Understanding the Effects of Self Publishing; Blogs, Vogs and Podcasting and How They are Changing Marketing**

Alan Rambam
Senior Vice President & Partner – Youth Markets
Fleishman-Hillard Inc.

In the last year, new mediums like Blogs, Vogs and Podcasts have significantly increased in numbers and importance and the landscape is quickly changing from niche discussion groups to powerful political and corporate forums. The impact has been heralded as akin to the Internet's arrival on the corporate scene many years ago.

But how much attention should you pay to the new online mediums and how can you incorporate them into your media and marketing campaigns? In this session the keynote speaker will discuss his personal experiences with mediums like Blogs, Vogs and Podcasts and why he feels marketers must sit up and take notice.

- Blogs, Vogs and Podcasts' user profile: Who are they, what do they look like and why do they use these mediums? What types of issues do they discuss?
- What do Blogs, Vogs and Podcasts say and who listens?
- What impact will Blogs, Vogs and Podcasts have on your business and your role?
- How can you access them and utilize their influence?
- To what degree are decision makers spending their marketing dollars on them?
- Blogs, Vogs and Podcasts are paying attention to your company and its image — are you paying attention to them?
- Are Blogs, Vogs and Podcasts a reliable source of information? Are they an option?
- What's next? RSS (Real Simple Syndication) feeds taking Blogging, Voggging and Podcasting to the next level

Keynote Session

10:00 **Incorporating Blogs into the Marketing Mix**

Colin McKay
Manager, Advisory Team, Communications
and Marketing Branch, Industry Canada

Tim Shore
Account Supervisor
MacLaren McCann Canada Inc.

Marketers are always looking to find new and exciting ways to communicate to their consumers about their products and services, entice them to buy and provide feedback so they can make improvements. The answer can oftentimes be immediate and direct feedback from key stakeholders, if the communication channels are used effectively. In this session learn from decision makers in the Marketing field who have effectively used Blogs to address their customers' needs.

- Targeting your audience: What do they look like? Are they younger? More tech savvy? Mainstream? Developers?
- Using Blogs as an alternate communication tool: What to consider and where to start
- Analyzing your marketing strategy to see whether and where Blogs fit

11:00 **Networking Coffee Break** ☞

11:15 **Leveraging the Internet to Support Your Communication Initiatives**

Meredith MacKeigan
Vice President
Strategic Design, Web Feat Inc.

Although many organizations have websites and an online strategy, it is difficult to keep on top of all the evolving and changing technology. This is an ideal time to have a check-up to ensure the Internet is being effectively utilized to its full potential. In this case study you will benefit from an in-depth investigation into what some of the common challenges are in using the internet for promotional and resource purposes.

- Ensuring that your online strategy has the up-take that you want
- Reviewing the latest web applications available to fully leverage your website
- Evaluating your current online initiative(s)

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



Leveraging **BLOGS** for Corporate Communications

Did you know:

A new blog is created every second!

(Source: BuzzMachine)

1:15 **Media Relations: “Is the Blog Mightier than the Sword?”**

Moderator:

John McHugh, APR
Senior Vice President
Avant Strategic Communications

Panel:

Jack Kapica
Senior Technology Columnist
The Globe & Mail

Mark Evans
Senior Technology Reporter
National Post

Andrew Wahl
Technology Columnist
Canadian Business

Communication and marketing professionals regularly have either direct or indirect relationships with the media to pitch story ideas, advertising, editorials, advertorials, etc. But should they also be pitching to Blogs? In this panel session hear from key media players on the status of the legitimacy of Blogs, how Blogs are being used for media relations and how they will impact media in the future.

- How do journalists use Blogs?
- What is the role of Blogs in the media? Are they a reliable source of research material or news?
- How do you ensure accuracy and objectivity?
- What kind of impact do Blogs have on “MSM” — “Mainstream Media”?
- Games without frontiers: How Blogs can circumvent traditional media bans and rules (eg. Gomery Inquiry publication ban)
- What topics do Blogs find newsworthy? How do you get their attention?
- Preparing for the future in media: Recommendations

2:30 **Networking Refreshment Break**

2:45 **Leveraging Blogs for Cost Effective Communications Channel Alternatives**

Chanchal Bhattacharya
Instructor – Department of Political Science
York University

Mitch Joel
Partner
Twist Image Multimarketing Studio

Best Practices

Companies are always looking for new and interesting ways to communicate with their consumers. Blogs allow you to do everything from collecting immediate feedback on product trials to providing technical support or a source of information, to name a few.

But beware, Blogs provide a built-in archive component that allows two-way dynamic conversation to be recorded for a long period of time — providing a benefit and potential public relations challenges for companies. Also, blogs are written in a personal voice. How do you manage to run a corporate blog without the sign-off from the legal or HR department? This panel discussion will highlight advice, suggestions and do's and don'ts.

- Why have political activists created their own Blogs? What was the business implication and what are the challenges?
- Will Blogs help you to sell more product?
- Using Blogs for new product launches
 - determining your target audience
 - setting up a Blog as a discussion group
 - measuring the results
- How can Blogs help you communicate directly with your different audiences?
 - shareholders, employees, members, etc.
- How immediate and direct is the feedback?
- Using Blogs as an information source:
 - conducting research
 - listening to your customers and the market
- How do you identify what the right “voice” is for your blog and who will be the content creator?

3:45 **The Blog is in the Mail: Why Canada Post Started their Own Blog**

Diane Patell-Pernari
Director, Employee Communications
Canada Post Corporation

- What was the business case behind starting a Blog?
- Resident Blogger: How did Canada Post decide who would host the Blog?
- How successful has it been?
- What have been some of the challenges to date?

4:30 **Chair's Recap Conference Adjourns**

“I came away with a lot of ideas to improve our internal communications”.

Alexandra Cross
Communications Assistant
Nova Scotia Association of Health Organizations
Delegate, Internal Communications 2005

Leveraging **BLOGS** for Corporate Communications

Did you know:

About 55% of all blogs are active!

(Source: BuzzMachine)

Tuesday, December 6, 2005

8:30 Coffee Served ☐

9:00 Opening Remarks from the Chair

John McHugh, APR
Senior Vice President
Avant Strategic Communications

9:15 Media Monitoring – “Pssst... Did You Hear What They Said About Your Company on the Blog Last Night?”

Kristian Foster
Manager, Media Intelligence
CNW Group

As a professional responsible for the corporate image and reputation of your organization, it is imperative that you be aware of the public's perception of your company. Many traditional media monitoring companies only focus on mainstream media, primarily print and television; however, the volume on the internet is significantly higher and it will require developing a specific strategy to monitor Blogs. Is your company prepared? Have you set up an alert?

- How do you incorporate Blogs into traditional media monitoring systems, or do you develop a new tracking system specifically for Blogs?
- How do you filter out only the relevant and most imperative mentions of your company?
- How do you access Blog monitoring companies or systems and determine which one suits your needs?
- What technology is available to provide alerts directly to you when your company is mentioned on a Blog?

10:00 What New Technologies are Available for Media Monitoring and Measuring the Impact of Blogs?

Scott Young
CEO
Userland Software

Ross Rader
Director Research and Innovation
Tucows Inc.

How do you search through the vast array of Blogs to identify the ones that you want to monitor and pay attention to? How do you find the ones that haven't talked about you yet, but may do so?

There are a number of software companies that have developed a way to index Blogs and filter them. In this session, get helpful advice from experts who recognized the potential of the Blogosphere early on, and can demystify your options.

- Identifying the various software available to evaluate Blogs:
 - what are the search, sort, find and navigate capabilities?
- Assessing your organization's need to either license the technology or create your own
- Cost benefit analysis of Blog monitoring software

11:00 Networking Coffee Break ☐

11:15 Blog Crisis Management – Responding to Public Relations Challenges in Real Time

Christopher M. Barger
Corporate Communications
IBM Corporation
John Perenack
Principal
Room 40 Communications

Blogs can be created anytime, by anyone, about anything. And in many cases, they are seen as more credible than the mainstream media. They're increasingly becoming a focal point of discussion on the internet and beyond. Blogs may be spreading rumours about your company and have the ability to damage your corporate reputation.

What do you do? Should you respond to issues involving your organization? Doing so quickly may give credibility to rumours, but waiting can run the risk of letting an issue boil over into the traditional media. How do Blogs and their online community discussions fit into your overall issue and crisis response plans? This session will outline some strategies of managing Blogs and how to include them in your issues management and crisis communications preparations.

- Dealing with blogs and associated message boards and web sites in traditional issue and crisis management situations
- Managing issues in the blogosphere at an early stage to determine who is involved and what is being said
- Developing comprehensive strategies to cover off new media like blogs with traditional media
- Determining how and when to respond to issues; mitigating risk by carefully deciding who should respond and what should be said

12:15 Networking Luncheon for Delegates and Speakers



1:30 **“Who Let the Company Secrets out of the Bag?” Employees are Bloggers Too: How to Manage Blog Use Within Your Company**

Annie Massey
Communication Consultant
Mercer Human Resource Consulting

Sarah K. Jones, APR
Principal
Kennedy Jones & Associates

In a world where product teams and CEOs are blogging with customers, how do you make sure confidential company information stays on the inside? How do you respond when an employee talks about the company on a personal blog? What about internal conversations, as CEOs talk to employees and project teams and communities use blogs as meeting places? Do you need guidelines for internal blogging?

- How to develop realistic policies and guidelines for blogging
- Who is responsible for blog guidelines: Human Resources? Corporate Communication?
- Helping employees understand and apply the guidelines
- Corporate response when an employee crosses the line

2:30 **Networking Refreshment Break**

2:45 **Blogs: Communication Tool or Legal Landmine? Human Resources and the Legal Ramifications of Blogs**

Howard A. Levitt
Counsel
Lang Michener LLP

John O'Reilly
Partner
Cassels Brock & Blackwell LLP

There are a number of confidentiality agreements and Code of Conduct declarations that are signed when a new employee joins an organization. Are these documents up-to-date with the changes brought about when dealing with Blogs? What is the check list that all Communications, Human Resources and Legal departments should be aware of?

- Updating all applicable corporate policies and procedures
- Does your confidentiality agreement that you have in place cover Blogs?
- What are the Privacy Law implications and how will it apply to your clients?

- How will Blogs impact Employment law issues, including the right to discipline for improper use of company technology?

3:45 **Measuring the Effectiveness of Your Blog Strategy**

Chris Thilk
Research Analyst
Bacon's Information Inc.

What is the return on investment when you incorporate Blogs into your media and marketing campaigns? What tools, if any, can you utilize to quantify this new media? How do you rank or prioritize the Blogs to pay attention to in order to be most efficient? What are the measurement criteria?

- What is the cost of Blogs and return on investment?
- How effective is a Blog to reach your target audience?
- How do the results stack up and how do Blogs deliver value?
- Which measurement tools are available to assess how effective your media and marketing campaigns are?
- How do Blogs incite the right behaviour?
- Measuring the ROI of Blog monitoring: do the risks warrant the cost and effort?

4:30 **Chair's Recap Conference Concludes**

“Relevant to my role as VP HR. Chance to hear/learn from larger organizations and professional communicators. Really enjoyed the interaction session!”

Cheryl Sproul
VP Human Resources, Danier Leather Inc.
Delegate, Internal Communications 2005

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Maximize your organization's visibility in front of key decision-makers in *your* target market! For more information, contact Business Development Executive **Garth Flint** at **416-927-0718 ext. 313**, toll-free **1-877-927-0718 ext. 313** or by email at **g.flint@CanadianInstitute.com**

Exclusive Interactive Workshops

Wednesday, December 7, 2005

A

9:00 a.m. - 12:30 p.m.

(Registration opens at 8:30 a.m.)

A Communicator's Manual to Setting up and Managing Your Own Corporate Blog

David Bradfield
Senior Vice President
iStudio

Blogs have changed the way we communicate and are changing the way companies do business. Don't be the last to leverage the benefits of a corporate blog. In this session, get insight into everything you always wanted to know but were afraid to ask about planning, setting up and managing a corporate blog.

- Where did blogs come from and where are they going?
- Developing a relevant approach to producing a corporate blog
- Evaluating the tools available
- Creating a blog step-by-step
- Becoming aware of related blog technology and applications
- How to manage your blog and bloggers?
- Integrating your blog into the blogosphere
- Avoiding the pitfalls of blogging

Don't miss this unique opportunity to get the guidance you need to develop your own blog and be an industry leader. Register today — space will sell out quickly.

David Bradfield is Senior Vice President of iStudio, a leading Internet communication firm. He manages the strategic communications practice which helps organizations improve the management and performance of integrated online communication programs.

David is one of iStudio's principal bloggers, contributing to the agency's industry blog (iBlog). He also works with some of iStudio's leading clients and PR agency partners to define and implement blogging initiatives.

In 2000-2001, David was President of IABC/Toronto, the world's largest chapter of the International Association of Business Communicators. David has a Bachelor of Arts in Communication Studies from Wilfrid Laurier University and a Public Relations Certificate (Honours) from Humber College.

B

1:30 p.m. - 5:00 p.m.

(Registration opens at 1:00 p.m.)

The Complete Guide to Attracting Attention to your Blog

Leona Hobbs
Vice President, Fleishman-Hillard Canada Inc.

Now that your organization has entered the Blogosphere how do you attract the attention of your target audiences so they stop and take notice of your Blog? In this in-depth workshop, participants will be guided through the best practices, tips and techniques for bringing traffic to a Blog. Specific areas of discussion include:

- Positioning your Blog and getting the word out
- Sustaining and maintaining your Blog
- Managing your Blog content
 - Who should control content?
 - What about style and voice?
 - How should approvals work?
 - Approaches to authoring
- Developing interaction and fostering dialogue — who should respond?
- Incorporating feedback and refining your approach
 - Blog pet peeves

This is an excellent opportunity to get the instruction you need to fully leverage your current or future Blog — or understand what motivates the market. Sign up early as space will sell out quickly.

Ms. Hobbs currently leads the Yahoo! account where she provides strategic counsel and oversees the execution of media relations and audience engagement activities for the Canadian operations of the world's leading Internet brand.

In 2000, Ms. Hobbs was nominated to a Fleishman-Hillard global interactive committee. During her tenure with the committee, she worked to develop web communications as a public relations discipline for the firm.

Ms. Hobbs serves as an advisor to the Loyalist College Journalism program. She volunteers her time with the Children's Aid Foundation of Toronto and Girl Guides of Canada. Ms. Hobbs joined Fleishman-Hillard Canada in 1998 after completing a diploma in Print Journalism at Loyalist College in Belleville, Ontario. She completed her journalism internship at the Whig-Standard in Kingston, Ontario. She studied arts at Dalhousie University in Halifax, Nova Scotia.

Did you know:

The blogosphere continues to double about every 5.5 months!

(Source: BuzzMachine)

The Canadian Institute's

Leveraging BLOGS for Corporate Communications

Maximizing Marketing Opportunities and Mitigating the Risks

December 5 and 6, 2005
Marriott Bloor Yorkville
Hotel, Toronto

REGISTRATION FORM

PRIORITY SERVICE CODE:

487K06.CPRS



ATTENTION MAILROOM: If undeliverable to addressee, please forward to: Vice-President/Director of Media Relations or Marketing

CONFERENCE CODE: **487K06-TOR**

YES! Please register the following delegate(s) for **LEVERAGING BLOGS FOR CORPORATE COMMUNICATIONS**

Fee Per Delegate

- Conference only \$1695 + \$118.65 (7%) GST = \$1813.65
- Conference & One Workshop A or B \$2190 + \$153.30 (7%) GST = \$2343.30
- Conference & Both Workshops \$2685 + \$187.95 (7%) GST = \$2872.95
- I am a CPRS member. Member #: _____
- I cannot attend but would like information regarding conference materials

* Team discounts available to individuals employed by the same organization. Not to be combined with any other offer.

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5 Easy Ways to Register

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Administrative Details

VENUE: Holiday Inn On King
ADDRESS: 370 King Street West
TEL.: 416-599-4000

Hotel Reservations

For information on hotel room availability and reservations, please contact Holiday Inn On King at 416-599-4000. 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.

Cancellation and Refund Policy

Substitution of participants is permissible without prior notification. If you are unable to find a substitute, please notify **The Canadian Institute** in writing no later than 10 days prior to the conference date and a credit voucher will be issued to you for the full amount paid, redeemable against any other **Canadian Institute** conference. If you prefer, you may request a refund of fees paid less a 15% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the conference date. **The Canadian Institute** reserves the right to cancel any conference it deems necessary and will, in such event, make a full refund of any registration fee, but will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by **The Canadian Institute** for changes in program date, content, speakers or venue.

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TEAM DISCOUNT

Any firm or company registering three people at the same time will be entitled to a fourth registration free of charge.

PAYMENT MUST BE RECEIVED PRIOR TO NOVEMBER 28, 2005