



Partner/spouse Program

An activity schedule is also offered to give attendees travel companions the opportunity to discover the region's attractions. For more details, go to www.quebec2004.ca

Accommodation

The special Conference rate of \$195 double or single occupancy is available until May 11, 2004. Conventioneers must reserve directly with the hotel and mention they will be attending the CPRS Conference.

Hilton Québec

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Perspectives on perspective Preliminary Program



The Canadian Public
Relations Conference

Québec 2004

June 10-12, 2004



The Canadian Public
Relations Society, Inc.

You're invited!

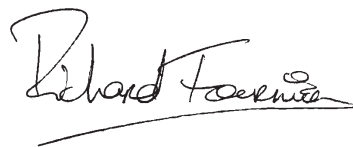
Quebec City is hosting the Canadian Public Relations Conference from June 10 to 12, 2004. This annual event is organized by the Canadian Public Relations Society (CPRS), which is made up of 17 regional associations from across the country, the largest of which being the Société des relationnistes du Québec.

This conference is the event of the year for some 300 communications specialists (including CPRS members and non-members) who take advantage of this remarkable event every year to further their knowledge, make new contacts, and salute the accomplishment of their peers.

Under the theme *Perspectives on perspective*, we'll be presenting an action-packed program. It's a one-of-a-kind opportunity to hear acclaimed speakers from here and around the world (Quebec, Canada, United States, France, Great-Britain, Spain and South Africa) and experience unforgettable social activities set against the unique and enchanting backdrop of the most beautiful city in North America. Quebec City will be an international crossroads of public relations for the

occasion, as two other international associations will be holding their own conferences here at the same time.

As this document and our Website (www.quebec2004.ca) show, the organizing committee is pulling out all the stops to make Quebec City 2004 an unforgettable event. See you at the Quebec City Hilton from June 10 to 12, 2004, where we'll be putting perspectives on perspective.



Richard Fournier APR
Organizing Committee Chair

PROGRAM

THURSDAY, JUNE 10

8 a.m. – 5 p.m.

CPRS Working Meetings

- Board of Directors
- National Accreditation Council
- Annual accreditation workshops (accreditation committee chairs, other leaders, and potential candidates)

10:45 a.m. – Noon

Bonus Early Bird Session

(in cooperation with Global Alliance - in English only)

Corporate Social Responsibility: How Do We Fit Into the World?

John Paluszek, Ketchum (USA)

It's a question CEOs are increasingly asking their public relations professionals. To respond with valuable counsel, we must build expertise in fields such as corporate social responsibility and business ethics. Professional organizations including the Canadian Public Relations Society, the Public Relations Society of America, and the Public Relations Global Alliance have undertaken joint initiatives aimed at identifying best practices. Find out how you can realize your potential in these seminal areas.

3 p.m. – 5 p.m.

Welcome and Registration

5 p.m. – 8 p.m.

Opening Cocktail Party

Sponsored by HKDP, Communications and Public Affairs.

FRIDAY, JUNE 11

7 a.m. – 8:30 a.m.

Breakfast

8:30 a.m. – 9:15 a.m.

Official Conference Opening

(simultaneous interpretation)

Led by Richard Fournier, APR, Conference Chair

- Lisa Homer, APR, President, Canadian Public Relations Society
- Jean Valin, APR, Fellow CPRS, President, Global Alliance
- Deanna K. W. Pelfrey, member of the International Section Executive Committee, PRSA

9:30 a.m. – 10:30 a.m.

Plenary Session

(in English, with simultaneous interpretation)

The Iraq Affair—What Have We Learned?

Mike Granatt, FIPR, Luther Pendragon (United Kingdom)

Ethics have never been higher on the professional agenda in the UK, and trust in government and institutional PR has rarely been lower. Clashes between civil service and political communicators led to the resignation of a cabinet minister, a parliamentary report, and a full review of government communication. The presentation of the case for war in Iraq led to a tragic suicide and an inquiry by a law lord. Mike Granatt, FIPR, led the UK government's information service for seven years until 2003. Now a partner at London consulting firm Luther Pendragon and visiting professor at the University of Westminster, he will examine the issues raised and their far-reaching consequences.

10:30 a.m. – 10:45 a.m.

Health Break

Sponsored by Desjardins Financial Security

10:45 a.m. – Noon

Three Simultaneous Case Studies

The Challenge of Integrating Units and Issues

- David Bell, David Bell Executive Search (Canada) and Ted Chaloner, Chaloner Associates (Boston)

Currents Trends in Public Relations Recruiting (in English)

- Pierre Després, Alcoa (Canada)

Integrating Quebec Lobby, Communications, and Production Activities with New York Headquarters (in French)

- Rose-Marie Losier, Executive director, Communications Directors Association - Dircom (Spain)

Branding beyond products: shaping a country's image (in English)

12:15 p.m. – 2:15 p.m.

Luncheon

(in English, with simultaneous interpretation)

Me to Me to Me Communications:

A Globalization Failure

Virgil Scudder, Scudder and Associates (USA)

Former NBC reporter and eminent international press relations trainer Virgil Scudder is a valued advisor to top executives at firms active in industries as diversified as they are controversial. Taking into account the underlying motivations of the leaders he advises, he will present his point of view on the "failure" to globalize communications.

Sponsored by CNW

2:30 p.m. – 3:45 p.m.

Three Simultaneous Case Studies

Communicating for Trust

- Shannon Coombs, Vice President, Canadian Consumer Specialty Products Association
- Perceptions of Pesticides and Public Health (in English)

- Christiane Beaulieu, Vice President of Communications, Aéroports de Montréal (Canada)

The Impact of Security Measures on Transportation (in French)

- Allan Bonner, Allan Bonner Communications Management

Trust in Communications (in English)

4 p.m. – 6 p.m.

CPRS Annual General Meeting

6:30 p.m. – 10 p.m.

St. Lawrence River Cruise

Cocktail Party
Dinner Dance

Sponsored by CCN Matthews

SATURDAY, JUNE 12

7:30 a.m. – 8:30 a.m.

Breakfast Activities

Ethics and Organizational Liability

8:30 a.m. – 10 a.m.

Panel

(in English, with simultaneous interpretation)
Organizational Culture and Ethical Infrastructure
Led by Gabrielle Collu, Ph.D., ARP

- Tim Bancroft, Vice President, Sustainable Development, Technology, and Public Affairs, Shell Canada Limited

- Daniel Gagnier, Senior Vice President, Corporate and External Affairs, Alcan Inc. (Canada)

- Richard Ellis, Vice-President, Communications and Public Affairs, McDonald's Restaurants of Canada

Wrap-Up: Anne Gregory, Fellow, President, Institute of Public Relations/IPR (United Kingdom)

10 a.m. – 10:15 a.m.

Health Break

Sponsored by Desjardins Financial Security

10:15 a.m. – 11:30 a.m.

Three Breakout Sessions

Tackling Major Social Challenges

- Sejamothopo Motau (South Africa)
- Multicultural Communication and Relationships—A South African Perspective (in English)

- Daniel Goodwin, Irving Oil (Canada)
- Communicating Global Challenges to Local Audiences: Pricing, Supply and Demand, and Environmental Issues in the Petroleum Industry (in English)

- First Annual Meeting of the CPRS Ethics Network

Led by Deanna Drendel, APR (Canada)

Official launch of the CPRS "Ethical Culture" Network and Group Project (in French and English)

12:15 p.m. – 2:20 p.m.

Luncheon

(in English, with simultaneous interpretation)

Public Relations and Strategic Management

James E. Grunig, University of Maryland (USA)

Pitch for the 2005 Conference in Calgary

2:30 p.m. – 3:45 p.m.

Panel

(in French, with simultaneous interpretation)

Information Technology Trends and Management Challenges

Led by Réal Jacob, Scientific Director, CEFRIO (Canada)

Panelists:

Paul Moreau, Managing Partner MARCON-DDM (Canada)

François Aird, President, CEDROM-Sni (Canada)

Martin Bouchard, President and COO, Copernic (Canada)

Wrap-up: Dominique Wolton, Research Director, National Scientific Research Centre (France)

6 p.m. – 11 p.m.

CPRS and SRQ Awards of Excellence Gala

Cocktail Party
Dinner Dance

Sponsored by CNW

SUNDAY, JUNE 13

9 a.m. – 3 p.m.

Friendly Round of Golf

Club de golf St-Laurent, Île d'Orléans