

CPRS 2006 NATIONAL CONFERENCE / CONFÉRENCE NATIONALE de SCRP 2006

Niagara Falls, June 11-13 / le 11 -13 juin

Organizers have made arrangements for audio recording of sessions. If you missed something or want to share some important topics with colleagues use this as an order form. **CHOOSE:** ___ cassettes (\$10.00) or ___ CD (\$14)

Les organisateurs ont enregistré tous les sessions .

Elles sont enregistrées dans la langue du conférencier

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PLENARY SESSIONS PLENIÈRES

1. __PROFESSIONALISM in public relations: a job half done: **Colin Farrington**, DG, CIPR Europe. Includes Opening.
2. __From Baby Duck to Reserve Chardonnay--The Transformation of the Ontario Wine Industry: **Linda Franklin**, President, Ontario Wine Council
3. __Valuing Diversity for All the Right Reasons: **Larissa A. Grunig**, Professor Emeritus, Dept. of Communication at the University of Maryland. Also 'Border Issues':**Nicholas Giacobbe**, Public Affairs Off., US Consulate General
4. __The World of Public Relations - Is it the same everywhere? Panel:**Farrington**, DG , CIPR, United Kingdom/ **Paluszek**, Ketchum, New York/ **Molleda**, University of Florida / **Dangogo**, FAPRA, Nigeria;
5. __A Canadian Take On Communications: Leader Not Lackey! : **Stephen Lewis**, UN Special Envoy on Aids in Africa
6. __Observations of 'The Corporation': **Joel Bakan**, Law professor and author--filmmaker of *The Corporation*
7. __2006 Diana and Charles Tisdall Lecture in Communications:The Power of Communications in Society--**Chantal Hébert**, Political Raconteur & Columnist. + **Lou Cahill** Tribute
8. __Journalism 2010 from a global perspective: How does the future of journalism impact media relations? Panel: **Scott White**, Editor-in-chief, CP; **Tom Kent**, Deputy Managing Editor, AP; **Jean Roy**, VP, PC/Mod.: **D. Desaulniers**

DAY 1 WORKSHOPS / ATELIERS JOUR 1

- M3A.** __A multimedia look at communications in the 21st century : **Peter J. Restivo**, Principal, PR/Media Connection
- M3B.** __Non-traditional Branding: Development and Marketing of the Canadian Military Police : **Mark Giles**, APR, Communications Director, Canadian Forces Provost Marshal and National Investigation Service (NIS)
- M3C.** __Talking to ourselves: keeping internal communications relevant and effective: **Susan Quinn-Mullins**, Director, Corporate Communications & Stakeholder Relations, AstraZeneca Canada Inc.
- M5A.** __Bored, burned out, barriers and boomers: **Gordon Neufeld**, APR
- M5B.** __The case of the missing Mexican Moosehead: Building a brand and generating ongoing positive publicity when adversity strikes: **Joel Levesque**, APR, Fellow CPRS; VP, PA, Moosehead Breweries Limited. **Jeff Lake**
- M5C** __Enhance employee engagement with leadership communication and trust : **Kellie Garrett**, ABC, MA (Leadership); Sr. VP, Strategy, Knowledge & Reputation; Farm Credit Canada
- M6A.** __Re-branding VanCity Place for Youth into Covenant House Vancouver : **Michelle Clausius**, APR, Manager, Communications, Covenant House Vancouver
- M6B.** __ Meeting the audience face-to-face: Sharpening your focus groups and interviews : **Dr. Marco Adria** , Director, Communications and Technology Program, University of Alberta

DAY 2 WORKSHOPS / ATELIERS JOUR 2

- T2A.** __Are We Doing the 'Right' Thing? Ethics in Everyday PR Practices: **Patricia J. Parsons**, APR, Fellow CPRS; Professor, Mount Saint Vincent University
- T2B.** __Public opinion: the new global super power : **David Scholz**, Vice President, Leger Marketing
- T2C.** __From APR to MPP: A PR perspective inside the provincial legislature : **Bob Delaney** , MPP, Mississauga West, Ont
- T2D.** __ Global Trends: "It's a brave new world": **Steve Cody**, co-founder and managing partner, Peppercom, Inc.
- T3A.** __The Right to Speak or Not to Speak: **Maureen Payne**, APR, Fellow CPRS; MPA Public and Government Affairs
- T3B.** __Building your Brand Through Strategic Partnerships : **Sue Bochner**, President, Sue Bochner & Associates / **Lis McWalter**, Director of Operations, Cisco Systems
- T3C.** __New approaches to old ideas: an award-winning project for Saint Joseph's Oratory: **Mylène Forget**, Massy-Forget Public Relations (MFPR)
- T3D.** __How Trustworthy Are You?: **Carleen Carroll**, APR, Director, Community Relations, Halton Region
- T6A.** __Media Relations Rating Points (MRP): the new Canadian standard for editorial media measurement : **Pat McNamara**, APR, President and **Tracey Bochner**, APR, Senior Vice President, APEX Public Relations

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