

CPRS 2007 NATIONAL CONFERENCE / CONFÉRENCE NATIONALE de SCRP 2007

Edmonton, June 13-15 / 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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PLENARIES

- P1 ___Keith Beardsley**, Deputy Chief of Staff to PM Stephen Harper--**The evolution of the Political War Room**
- P2 ___Fast Forward in the Communications Arena**--Author and Futurist **Robert J. Sawyer**,
- P3 ___You Can't Spin Mother Nature**-- Understanding the climate change debate-- **James Hoggan**
James Hoggan and Associates
- P7 ___Creating A Winning Culture**--**Dave Vanden Bosch**, Site Leader for Dell's customer contact centre

Breakout Sessions--Thursday, June 14

- A ___Keeping Employees Charged During Change**--Lise St-Arnaud, Bombardier
- B ___Communicating in the Global Village**-- Pamela Simmons, APR, Canadian Council on Business, Abu Dhabi & Sandra Huculak, Capital Health Authority+ rep. of WHO
- C ___What Canadians and Americans Believe are Critical Factors that Drive an Organization's Reputation**-- Terry Flynn, APR, DeGroot School of Management, McMaster / Dave Schultz, Leger Marketing
- D ___Getting Ready for Web 2.0** --Norman Mendoza, Redengine
- E ___Fast Forward Yourself: The Competencies of a Successful Communications Manager**--Sharlene Smith, APR, Fellow CPRS, CommPlan Canada
- F ___Service In The Fast Lane: The Service Canada Story**--Jean Valin, APR, Fellow CPRS, Service Canada
- G ___Labour Relations: Where does PR fit?**-- Rod Stanley, APR, Government of PEI & Christina Winsor, APR, Government of New Brunswick
- H ___Journalists: What the Survey Says, Doesn't Say about Your PR Programs**-- Mark Nusca, Porter Novelli

Breakout Sessions--Friday, June 15

- I ___ Students in the 21st Century** --Sandra Conn, University of Alberta
- J ___ Crisis Communications** -- Jim Stanton, Jim Stanton & Associates
- K ___ Why Plain Language and How to Sell It Internally** -- Lee Crawford, Government of Manitoba
- L ___ The Fallacy of Staying on Message** --Eric Bergman, APR, Bergman & Associates
- P ___ The Truth About Youth--Making Services Better for Youth in Halton** --Carleen Carroll, APR, Halton
- Q ___ Transforming Group Conflict In The Workplace--Strategies And Processes For Cooperation**
Christine Piquette and Richard Hart, ProActive ReSolutions Inc.

For Full Set--CHOOSE: ___ CD Rom of complete conference: \$ 200 or ___ CD Rom of plenaries : \$80

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