



# PRogress PR 2005

The dynamic and constantly evolving world of public relations and communications requires constant development. You are invited to attend this conference to expand your knowledge and skills while making new contacts. We have assembled an excellent line-up of Canadian experts in the field. This interactive program will allow you to learn about the changes, challenges and opportunities in the industry through a variety of case studies and presentations.

**The Canadian Public Relations Society, Inc.**



**The Premiere Conference for PR &**

**Communications Professionals**



**Delta Hotel**

**St. John's, NL**

**Friday, September 16, 2005**

**8:30 am – 5:00 pm**

**[www.cprsnl.com](http://www.cprsnl.com)**

## **INTENSIVE, INTERACTIVE SESSIONS INCLUDE:**

- |  |       |                                 |
|--|-------|---------------------------------|
| • Online Communications: Unlocking the Untapped Portal                     | \$175 | <i>CPRS Members</i>             |
| • Crisis Communications  | \$175 | <i>IABC Members</i>             |
| • Media Relations: Latest News About Reporters                             | \$275 | <i>Non Members</i>              |
| • Tips on Working with Journalists   | \$ 35 | <i>Students</i>                 |
| • Media Relations Measurements   | \$495 | <i>Conference +</i>             |
| • Media Relations in the current labour-management negotiating environment |       | <i>CPRS One year Membership</i> |
| • PR Education in Canada   |       | <i>Plus HST</i>                 |
| • Reflections on PR's Evolution and Future                                 |       | <b>Register today:</b>          |
|  |       | <b>416-239-7034</b>             |

8:15 - 9:00

**Registration & Networking**

9:00-9:15

**Welcome**

National CPRS President **Colleen Killingsworth, APR** and President, CPRS Newfoundland & Labrador, **Sean Kelly, APR**.

9:15-10:15

**Online Communications: Unlocking the Untapped Portal**

There's a lot more to the Internet than posting a pretty website. **Colleen Killingsworth, APR**, President of the Canadian Centre for Energy Information, will talk about turning your online house into a home, and building relationships with customers that will keep them coming back.

10:15- 10:45

**Crisis Communications**

What's a crisis, what isn't, and how do you assess it? By communicating a potential danger, are you fear-mongering, covering your \*&\*, or trying to grab part of a scarce budget? Have you and your staff/client had enough media training? What do you do when the lawyers advise "No Comment?" **Tamara Magnan** puts crisis communications to the test. Are you ready?

10:45-11:15

**Media Relations: Latest News About Reporters**

Media Relations is truly one of the most essential disciplines that PR practitioners have to go through in their professional life. Even though we have been at it for a number of years, we are always looking for ways to get our story out in as many media as possible, with all of our messages. One of the best solutions is to gather as much information as possible on their habits, concerns and needs. Presented by **Lucie-Anne Fabien, ARP**, this session will be about the latest trends and data about reporters and, consequently, media relations.

**Break**

11:30-12:00

**Tips on Working with Journalists**

"Technology has enabled the news media to gather and package information as never before. And they're doing it with far less bodies than they did a decade ago. Former journalist and media relations veteran **Mark LaVigne, APR**, has gathered tips from some top Canadian journalists on how to best break through the clutter with your messaging."

12:00-12:30

**Media Relations Measurement**

One of the greatest challenges many communications practitioners face is measuring editorial media coverage. Evaluation and reporting the results of a media relations campaign has traditionally been a fairly subjective process, with many different-- and often outdated or ineffective-- systems in use. There is a new method-- developed by a volunteer group of Canadian communications professionals--that aims to standardize the measurement, evaluation and reporting of editorial media coverage in Canada. Presented by **Tracey Bochner, APR**.

12:30

**Lunch – Media Relations in the current labour-management negotiating environment: Lessons Learned**

Media Relations and communications challenges in the current Newfoundland and Labrador labour-management negotiating environment..."Taking it to the streets." Featuring key note speaker **Debbie Forward**.

1:30 - 2:30

**PR Education in Canada**

What is the state of public relations education in Canada today? How do we compare to other countries in graduating tomorrow's public relations leaders? **Dr. Terry Flynn, APR** will share his research and the insights of CPRS's Task Force on Public Relations Education and will challenge participants to raise the bar for PR education in Canada.

2:30- 3:15

**Reflections on PR's Evolution and Future**

**Derrick Pieters, APR Fellow CPRS** and CPRS Board Member will discuss highlights of the evolution of Public Relations, current trends and what Public Relations Practitioners can do to advance their careers in the changing business environment now and in the future.

**Break**

3:30 – 5:00

**Gaining PR Buy-In at the Senior Management Table**

Have you considered the influence of the PR function in the management decision-making process within your organization? Have you earned a seat at the senior table? What are the top 10 tactics to gain PR Buy-In? Join two senior PR practitioners from opposite sides of the county to discuss preparations for senior level discussions and how to become an effective presence at the table. **Rod Stanley, APR** and **Kevin Boothroyd** will lead this session.

5:00-6:30

**Mix and Mingle**

Clovelly Golf Course, Members' Lounge.



**Tracey Bochner APR** is senior vice president at APEX Public Relations, a full-service communications agency in Toronto. She manages the agency's consumer practice, responsible for communications campaigns for several leading companies. She has been recognized by public relations associations with several awards. Tracey is also a founder and director of *On Your Bike!*, a non-profit organization that collects and repairs used kids' bicycles and donates them to disadvantaged children in Toronto.



**Kevin Boothroyd** is the Public Relations Manager for Envirotest Canada, a contractor for the AirCare program in Vancouver. Kevin managed internal, external and stakeholder communications for this program, and in 1999, won a CPRS Signature Award recognizing the effectiveness of his strategy. Kevin spent many years as a radio and TV reporter, has served as President of CPRS Vancouver.



**Debbie Forward** is President of the Newfoundland and Labrador Nurses' Union (NLNU). She has extensive experience in contract negotiations, labour management and strategic business communications. Debbie graduated from MUN with both a Master of Education (Psychology) and a Bachelor of Nursing. She has received numerous awards and recognition for her efforts, including the prestigious Canadian Federation of Nurses Unions Bread and Roses Award in 2001, honouring her contribution to nursing unionism nationally and provincially. The Newfoundland and Labrador Chapter of IABC recently made her Spokeperson of the Year.



**Lucie-Anne Fabien ARP** is an independent consultant in Marketing, Communications and Public Relations. The unique combination of her work experiences makes her an outstanding professional. During twenty years, she managed services in Communications and Marketing in various economic sectors, of which majority was as a department's director. She was recently appointed to the Board of Directors of CPRS, after serving more than 10 years at the Quebec Public Relations Society, where she was President in 2003-2004. She has been teaching Management and Public Relations at the Executive MBA of UQAM since 2003.



**Colleen Killingsworth, APR** spearheads development with the Canadian Centre for Energy Information, providing fact-based, stakeholder reviewed information on our energy sector. She developed, maintained and markets the Centre's web portal, which gives clients live market

and news feeds every 20 minutes, and over 7,500 dynamic pages of encyclopedic-level information on the energy sector.



For more than twenty years, **Dr. Terence (Terry) Flynn, APR** has built an international public relations practice, specializing in environmental communication and community relations. During his professional career, Terry's work has been internationally recognized. He is a member of the Counselor's Academy of the Public Relations Society of America, the Society of Risk Analysis, and the Association of Educators in Journalism and Mass Communication. He is also a member of the Reputation Institute.



**Mark LaVigne, APR** is a media relations and training specialist with 14 years of Public Relations experience, agency side. Prior to embarking on his PR career, he worked for five years as a radio journalist, with national exposure. Mark has an MA in journalism from the University of Western Ontario. Mark is currently teaching a course in media relations at the Seneca / York Graduate program in PR, and continues his private practice.



**Tamara Magnan** is the Regional Director, Communications, Marketing and Consultation for Health Canada, Alberta/NWT. Before moving to the federal government more than five years ago, she worked in the private and non-profit sectors. Her experience includes working with health care, legal and professional services.



**Derrick Pieters, APR, Fellow CPRS** is currently the Acting Director of Communications, Prairie Region and North, Department of Justice Canada. A former journalist and broadcaster, he has been a public relations practitioner for over thirty years during which time he has been a guest lecturer at the University of Alberta, Grant MacEwan College, Edmonton, Alberta and Mount Royal College, Calgary, Alberta. He has also held several senior positions in the CPRS including Presiding Officer of the CPRS National Council on Accreditation and is a former chair of the North American Public Relations Council.



**Rod Stanley, APR** is the National Vice President/Secretary of CPRS and Senior Communications Advisor for the Provincial Health Services Authority in PEI. He specializes in building functional relationships with all levels of organizations through strategic communications management. Rod currently sits at the Senior Management table and his office is just 10 feet away from the CEO. This gives the opportunity to informally strategize on communication challenges on an ongoing basis with the organization's leadership.

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**Return with payment to:**

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