

Beyond Borders Au-delà des frontières

Update: June 2005

What's in Store...

Geography matters! Case in point – the site for the CPRS National Conference being hosted by the Hamilton chapter, June 11-14, 2006, in Niagara Falls, Ontario.

The fact that it is a border city prompted the theme, “Beyond Borders,” opening the door to the highly-valued involvement of the Public Relations Society of America in Western New York. Which begat some much appreciated input from our colleague in Quebec, Jean Valin. Thanks to Jean, the door was opened to further reflection on the nuances and other cultural dynamics of PR worldwide. The result: a conference that is taking on the serious challenge of becoming a seminal event in early 21st century PR. A tall, even bold, quest. But one which our already confirmed keynote presenters surely validate.

www.cprs.ca



Special Outings & Events

- An extraordinary golfing adventure awaits you, with some of the highest-rated golf courses in Canada
- Experience Niagara Falls attractions for you and your family
- Feast in the exquisite Culinary & Wine Makers Dinner
- Treat yourself to a spa & shopping experience
- Join us at the Beyond Borders Gala & Awards Evening
- Tour the historic Niagara-on-the-Lake

One wonder after another... all for you to experience at the CPRS Beyond Borders Conference, June 2006.



Program

The “Beyond Borders” program theme for the 2006 National Conference in Niagara Falls, Canada will provide varied perspectives on pressing international social and economic issues. Keynote speakers will discuss the role and impact that public relations and communications has had on these issues, and its importance on a global scale. Presenters will include:

Stephen Lewis

- An inspiring, insightful veteran diplomat from Canada who has served as Executive Director of UNICEF and, most recently, as the United Nations Special Envoy on AIDS in Africa;

Colin Farrington

- Director-General of the 8,000-member Chartered Institute of Public Relations in Britain. CIPR recently received Charter status from the Privy Council in recognition of the group's professionalism and commitment to high standards;

Larissa Grunig

- Noted American researcher and author concerning excellence in public relations management, and the various cultures and influences – especially gender – that shape effective communication.