

TRANS FORM ATION 2.0

11:00 AM EDT – 12:00 PM EDT

Networking & Welcome Remarks

12:00 PM EDT – 1:00 PM EDT

Opening Keynote - From unconscious bias to conscious communications: strategies for social justice and racial equity



Kim Clark, Partner: Employee Communications; Diversity, Inclusion and Belonging Communications, Employera



Jefferson Darrell, Founder, Breakfast Culture



Kirsten Goodnough, Director General, Public Affairs, Department of National Defence and the Canadian Armed Forces

1:00 PM EDT – 1:15 PM EDT

Break / Networking

1:15 PM EDT – 2:00 PM EDT

Concurrent workshops

1) Integrating Content in your Decentralized World: Tools, Structure and Processes



Kurt Heinrich, Sr. Director, Media Relations, University of British Columbia

2) SESSION D'ATELIER EN FRANÇAIS / WORKSHOP IN FRENCH

Des stratégies RP gagnantes pour rayonner dans les médias pendant et après la Covid-19



Thara Tremblay-Nantel, President/Founder, Thara Communications and Agenda PR



Solneige Diaz, Vice-President, TharaCommunications and Co-Founder, Agenda PR

3) What's in a name: Tales from the trenches of renaming and rebranding a public post-secondary institution (and delivering on an experiential brand promise in the time of COVID-19)



Sarah Zimmerman, APR, Executive Director of Communications, Coast Mountain College

2:00 PM EDT – 2:15 PM EDT

Break / Networking

2:15 PM EDT – 3:15 PM EDT

Afternoon Keynote – Canada - USA Relations: Perspective to consider



John Parisella, Senior Advisor, Business Outreach

3:15 PM EDT – 3:30 PM EDT

Break / Networking

3:30 PM EDT – 4:15 PM EDT

Concurrent workshops

1) Designing Your Website From the Outside In: How Knowing Your Audience Creates a Winning Site



Alyson Gourley-Cramer, MA, APR, Principal Consultant, Monogram Communications



Jonathan Kochis, Owner, Resolution Interactive Media

2) Public Relations and Public Engagement: What is the Difference and How can We Collaborate?



Jillian Glover, APR, Sr. Communications Advisor, Transport Canada

4:15 PM EDT – 4:30 PM EDT

Break / Networking

4:30 PM EDT – 5:30 PM EDT

Afternoon Keynote – Panel Discussion: Empowering the Next Generation of PR Professionals



David Brodie, Senior Vice President & General Manager, Citizen Relations



Stephen Smart, General Manager, Western Canada at H&K Strategies



Nina Kalos, EVP, General Manager Veritas Communications



Katie Muir, SVP, Interim Managing Director, The Colony Project



Dave Forde, Founder of Profectio, Founder of PR in Canada

5:30 PM EDT – 6:30 PM EDT

Cocktail Hour

Join us and create a cocktail with one of the mixologist live from the Fairmont Le Château Frontenac in Québec City!

11:00 AM EDT – 11:30 AM EDT

Mindful PR Practice



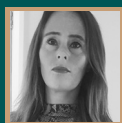
Lucie-Anne Fabien, CMMI, ARP, FSCRIP, President, Metaconsciousness

11:30 AM EDT – 12:00 PM EDT

Networking & Welcome Remarks

12:00 PM EDT – 1:00 PM EDT

Opening Keynote - Public Relations is sleepwalking into AI and must upskill or risk getting left behind



Kerry Sheehan, Artificial Intelligence in PR Chair, CIPR – Chartered Institute of Public Relations

1:00 PM EDT – 1:15 PM EDT

Break / Networking

1:15 PM EDT – 2:00 PM EDT

Concurrent workshops

1) The CEO as a digital communicator: Communications Strategies to Protect and Enhance Your Brand and the Leader



Jane Antoniak, MCM, APR, Manager, Communications & Media Relations, King's University College at Western University



Alex Sévigny, PhD, APR, Associate Professor of Communications Management and Communication Studies, McMaster University

2) Bullied Online for Doing Your Job



Carla S. Shore, APR, FCPRS, Principal, C-Shore Communications Inc.

3) Rebels, Mavericks and Friendly Challengers: Employee Activism and the Corporate Communicator



Maryjane Martin, APR, FCPRS, Founder and Chief Consultant, MJ Martin and Company

3:15 PM EDT – 3:30 PM EDT

Break / Networking

2:15 PM EDT – 3:15 PM EDT

Afternoon Keynote – PR after the Pandemic: A Canadian Agency Leaders Panel



Daniel Tisch, APR, FCPRS, President & CEO, Argyle Public Relationships



Bruce MacLellan, APR, FCPRS, LM, CEO, Proof Strategies Inc.



Jennifer Davies, Principal, Earnscliffe



Martin Daraiche, President, NATIONAL Public Relations

3:15 PM EDT – 3:30 PM EDT

Break / Networking

3:30 PM EDT – 4:15 PM EDT

Concurrent workshops

1) #DiscoverPride: A Celebration of Identify and Inclusion



Christine Szustaczek, MCM, APR, Chief Communications Officer, Sheridan College

2) Be a Responsible Communicator: Avoid "Washing": Your Corporate Social Responsibility Report and Messages



Paula Bernardino, MCM, Independent Consultant, Communication & Corporate Responsibility

4:15 PM EDT – 4:30 PM EDT

Break / Networking

4:30 PM EDT – 5:30 PM EDT

Afternoon Keynote – The Sustainable Prosperity of Society by Health Brands



Élisabeth Deschênes, President and Owner, ZA

5:30 PM EDT – 7:00 PM EDT

Wrap Party

 **CPRS**
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2.0**