

## CPRS Ottawa/Gatineau February Conference

**Friday, February 29, 2008**

Time	Event	Speaker	Topic	Organization
7:30	Registration and Networking			
8:00	Continental Breakfast			
8:30	Welcome	<b>Derrick Pieters</b> , APR Fellow, President	Welcome from CPRS National	Department of Justice Canada
		<b>Annie Cuerrier</b> , President	Welcome from CPRS Ottawa/Gatineau	Industry Canada
8:45	Keynote	<b>Edith Wilson</b> , Senior Advisor on Corporate Communications in the External Relations office of the World Bank	<b>Communicating for a Sustainable Global Society:</b> What are our challenges in creating more support at the highest levels of government and the private sector for effective, strategic and creative communications that will help create a more sustainable global society at all levels? How do we do that when all the media and communication rules are changing around us?	World Bank
9:45	Plenary	<b>David Scholz</b> , VP  <b>Ellen Leesti</b>	<b>Media Usage and Credibility Study.</b> How Canadians learn about new products and innovations. Report of a large Canadian study examining how and why Canadians are using traditional and social media and how that impacts their purchasing power.	Léger Marketing  APEX Public Relations Inc.
10:30	Break			
10:45	Plenary	<b>Terry Flynn</b> , APR Associate Professor	Relationships, Reputations, and Results: The Strategic Pillars of Public Relations.	McMaster University DeGroote School of Business
11:30	Plenary	<b>Adele Stevens</b> , APR President	Internal Communications that Build Employee Trust, Confidence and Loyalty, Winnipeg Police Services Case Study	ASC Marketing Communications Inc.
12:15	Lunch			
1:00	Keynote	<b>Jim Lukaszewski</b> , ABC, APR, Fellow PRSA	<b>Becoming a Trusted Strategic Advisor.</b> Jim is one of North America's most prominent management advisors and crisis management strategists. Jim will offer a powerful presentation that will teach practitioners techniques and processes to increase your personal impact within the organizations you serve.	The Lukaszewski Group
2:00	Plenary	<b>Blair Peberdy</b> , APR Vice President, Marketing, Comm. & Public Affairs	Restoring Public Confidence After A Crisis - The Black Out Story - From Crisis to Strategy	Toronto Hydro
2:45	Break			
3:00	Plenary	<b>Elizabeth Seymour</b> Executive Director	Government communicators and communications - what's new and what's needed?	Gov't of Canada, Communications Community Office
3:45	Closing	Wrap up		
4:00	Reception	Open to all		