

CPRS 2010 NATIONAL CONFERENCE / CONFÉRENCE NATIONALE de SCRP 2010

REGINA, June 13 - 15 / le 13 - 15 juin

Organizers have made arrangements for audio recording of sessions. The cost per CD is \$14

Les organisateurs ont enregistré les sessions. Elles sont enregistrées dans la langue du conférencier, sur CD \$14

PLENARIES

- 1___ Bert Crowfoot, Founder and CEO, The Aboriginal Multi-Media Society
- 2___ **Keynote:** Canada and Canadians in a Changing World--**Peter Mansbridge**, Anchor, CBC's The National
- 3___ Ethics in Public Relations. **Sarah K. Jones**, Kennedy Jones and Sweeney / **Patricia Parsons** Prof., Mount Saint Vincent / **Murray Mandryk**, Columnist, Regina Leader-Post / **Blair Peberdy**, VP, Toronto Hydro
- 4___ **Luncheon Keynote:** "How do you like your Saskatchewan – rare, pure or seasoned?"
The Honourable Lynda Haverstock C.M., S.O.M., Ph.D., LL.D, President and CEO, Tourism Saskatchewan
- 5___ **Keynote:** Taking a Flying Leap . . . and Landing in Style. **Richard Bartrem**, Vice-President, WestJet
- 6___ The Changing Role of the PR Profession and Professional. **Jon Iwata**, Senior Vice President, IBM
- 7___ Diana and Charles Tisdall Lecture in Communications: Communications in a Policing Environment: It's Complicated
Sheila Bird, Executive Director, Public Affairs, RCMP

Workshops / Ateliers

- A___ Visual Strategic Planning--**Chris and Suzanne Salvo**, Salvo Photography
- B___ Accreditation Session--**Francine Gaudet** APR, FCPRS, National Council on Accreditation
- C___ From the Outhouse to the Penthouse – Branding on the Road to Becoming "Canada's Team" **Jim Hopson**, President and CEO, Saskatchewan Roughriders
- D___ PR Agency Life – A Career-Enhancing Opportunity. **Esther Buchsbaum** APR, FCPRS, energi PR, **Pat McNamara** APR, FCPRS, Apex Public Relations / **Vincent Power**, APR, Sears Canada Inc. and **John Crean**, NATIONAL Public Relations
- E___ Media Meltdown--How to Generate News Coverage in Both Traditional and Online Media. **Mark LaVigne** MA, APR, FCPRS, Hunter LaVigne Communications.
- F___ Communication Measurement 2011 – What will Change; What will Not. **Tudor Williams**, APR, TWI Surveys Inc.
- G___ Strategic Leadership for Clients and Consultants. **John Crean**, , NATIONAL Public Relations
- H___ Engaging with Online Influencers & Measuring Results. **Jay Krall**, Global Product Manager, Cision
- J___ Personal Brand. **Kellie Garrett**, ABC, MA Leadership Senior VP, Strategy, Knowledge and Reputation
- K___ The True Role of Public Relations in Sponsorship. **Brent Barootes**, President, Partnership Group
- L___ Digital /Social Media Trends to Watch. **J Thornley**, Thornley Fallis Comm. & 76design / **M Waxman**, energi PR.
- M___ Corporate Social Responsibility – We Are All Accountable. **Pam Klein**, President, The Phoenix Group
- N___ How the Communications Industry Can Go Carbon Neutral. **Bruce MacLellan**, APR, FCPRS, Envirionics
- P___ Communicating During a Pandemic: A Perspective on the H1N1 Experience. **Elaine Chatigny**, DG, Communications, Public Health Agency of Canada
- Q___ How PR can Help Guide Organizations through Turbulent Times and Crisis. **Sean Kelly** APR, FCPRS, Canada-Newfoundland and Labrador Offshore Petroleum Board / **Heather Pullen**, APR, Hamilton Health Sciences
- R___ Communicating with Women Consumers. **Dr. Anne Lavack**, Professor , Dean, University of Regina

For Full Set--**CHOOSE:** ___ **CD Rom** of complete conference: **\$ 250** or ___ **CD Rom** of plenaries : **\$90**

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