

inaugural

Mini

LLB-MBA for

Two-Day Event!
October 11 & 12, 2012, Calgary

Communications

Workshop Included: *Communication Risk Management: Managing Social Media Risks*

who should attend

participating organizations

- Alberta Electric System Operator (AESO)
- Bennett Jones LLP
- Blake, Cassels & Graydon LLP
- Borden Ladner Gervais LLP
- Bow Valley College
- Certified General Accountants' Association of Alberta
- Davis LLP
- First Calgary Financial
- Fraser Milner Casgrain LLP
- Golder Associates
- iStockphoto
- Lawson Lundell LLP
- TransCanada Corporation
- Trimac Transportation Services Inc.

Directors & Managers in corporate communications, investor & stakeholder relations, public & media affairs, public & media relations, internal & employee communications, community relations

course highlights

- How to manage the communications budget
- Drafting communication contracts and agreements
- Understanding the risks to IP and best practices for avoiding infringement
- Emerging legal issues in the use of social media communications
- Getting senior management buy-in for communication initiatives
- Developing effective performance measurement for communications
- Managing social media risks
- Making communications a value-added business partner



Course Leader
Nancy Arab,
Alberta Electric
System
Operator
(AESO)



Course Leader
Craig T.
McDougall,
Fraser Milner
Casgrain LLP



Alison
Archambault,
First Calgary
Financial



Scott Calver,
Trimac
Transportation
Services Inc.



Francis Chang,
Blake, Cassels
& Graydon LLP



Linda French,
TransCanada
Corporation



Janice
Harrington,
Certified
General
Accountants'
Association of
Alberta



Martin P.J.
Kratz, Q.C.,
Bennett Jones
LLP



Laura M.
Safran,
Q.C., Davis LLP



Bev Shaw,
TransCanada
Corporation



Katherine
Cormack,
Bow Valley
College



Barbara
Kuester,
Golder
Associates



Marko Vesely,
Lawson Lundell
LLP



Ronald Lo,
iStockphoto



Colin P.
MacDonald,
Borden Ladner
Gervais LLP

FACULTY

COURSE LEADER

NANCY ARAB

Nancy Arab is Director, Corporate Communication with **Alberta Electric System Operator (AESO)**.

CRAIG T. MCDOUGALL

Craig T. McDougall is a Partner in **FMC** Edmonton's Commercial Practice Group. He works closely with clients to identify and resolve issues that arise with respect to their businesses .

CO-LECTURERS

ALISON ARCHAMBAULT

Alison Archambault is Director of Communications & Stakeholder Relations, at **First Calgary Financial**.

SCOTT CALVER

Scott Calver is Vice President & Chief Financial Officer at **Trimac Transportation**.

FRANCIS CHANG

Francis Chang is a Partner at **Blakes** with significant experience in the media, private equity investment, M&As, licensing and entertainment areas.

KATHERINE CORMACK

Katherine Cormack is Director, Marketing & Communications at **Bow Valley College**.

LINDA FRENCH

As Director, Organizational Performance & Internal Communications at **TransCanada Corporation**, Linda French is responsible for overseeing leadership programs, executive succession planning, scorecards and leadership surveys.

JANICE HARRINGTON

Janice Harrington is the Vice President of Communications and Government Relations with the **Certified General Accountants' Association of Alberta**.

MARTIN P.J. KRATZ, Q.C.

Martin Kratz, Q.C. leads the IP Practice Group and co-leads the eCommerce practice for **Bennett Jones LLP**. He is identified as one of Canada's most creative lawyers by LEXPERT-Thomson in the US Guide to Canada's 100 Most Creative Lawyers.

BARBARA KUESTER

Barbara Kuester is National Communications Leader at **Golder Associates**.

RONALD LO

Ronald Lo is corporate counsel at **iStockphoto** and his practice focuses on privacy law and the prosecution and enforcement of trademark and copyright.

COLIN P. MACDONALD

Colin P. MacDonald is a partner in the Calgary office of **Borden Ladner Gervais LLP**. He chairs the Government Relations practice group at BLG and regularly advises clients on lobby registration compliance matters.

LAURA M. SAFRAN, Q.C.

Laura M. Safran, Q.C., is a senior partner in **Davis LLP's** Calgary office and specializes in the areas of corporate/commercial, IP and technology law.

BEV SHAW

As the Manager, Internal Communications at **TransCanada Corporation**, Bev Shaw's team provides strategic counsel to TransCanada's business groups to find the best solutions to deliver key messages to employees.

MARKO VESELY

Marko Vesely with **Lawson Lundell LLP** practices civil and commercial litigation, with a focus on defamation, copyright and other IP disputes, securities litigation.

COURSE PROGRAM

HOW TO MANAGE A COMMUNICATIONS BUDGET

The communication budget can be used for the planning, tracking and measuring of the impact of your expenditures on communications activities, including advertising, direct marketing, online or events. Developing a well-planned budget can help to ensure that marketing efforts are effectively implemented moving forward. This session will examine best practices for managing a communications budget.

- Communications budgets as the basis for effective communications strategies
- Establishing the funding required to meet your communications objectives
- Providing a method for managing the communication expenditure over a budget year
- Using the communication budget to establish how to achieve communication objectives and demonstrate a successful return on investment

OUTSOURCING COMMUNICATION FUNCTIONS

Companies continue to outsource a wide variety of functions to third-party service providers, thus exposing themselves to various liabilities and privacy risks pertaining to shared information. However, many companies do not properly address these risks when entering into outsourcing agreements. This session will focus on best practices for managing outsourcing communication functions.

- Negotiating and drafting outsourcing agreements for the communications function: relating your objectives to ensure complete understanding
- Basic elements of communications outsourcing transactions, including possible transfers of assets and personnel
- Choosing which functions to outsource
- Managing the risks involved with outsourcing
- Conducting thorough due diligence
- Holding your vendors to strict security standards

SUPPLEMENTARY COURSE MATERIAL

Delegates will receive a trial subscription to the Communications Channel, a broad resource representing hundreds of hours of interactive multimedia lectures on leading edge Communications topics as delivered at our many recent Communications conferences and courses.

AV PROCEEDINGS

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



DRAFTING COMMUNICATION CONTRACTS AND AGREEMENTS

Communication deals can take on a variety of formats, each presenting unique challenges and considerations. This session will discuss the upfront considerations and practical drafting techniques that are necessary to successfully finalize successful communication contracts and agreements that will withstand the test of time.

- Substantive issues faced and best strategies for negotiating and structuring communication deals
- Recent developments in the law of contract
- Key principles of good drafting technique
- The importance of boilerplate provisions
- Effective use of limitation of liability clauses
- Troubleshooting during the contracting process
- Determining what warranties and indemnities are needed

KEY IP ISSUES IN COMMUNICATIONS

With the increased dissemination of copyrighted material in communications, businesses must amp up their efforts to not only protect their IP rights, but to guard against infringement of IP rights of others by anyone in their organization. This session will examine the risks to IP and best practices for avoiding infringement.

- Identifying risks of IP exposure
- Avoiding or mitigating IP infringement risks
- Methods for protecting trademarks and copyrights
- Guarding against inadvertent IP disclosure: risk of revealing trade secrets
- Latest IP law developments and case law
- IP risks in social media advertising and marketing
- Avoiding liability when using trademarked material

EMERGING LEGAL ISSUES IN THE USE OF SOCIAL MEDIA COMMUNICATIONS

With the dramatic rise in the use of social media, businesses must be aware of all related legal issues and the potential for liability and litigation over its improper use. This session will examine key legal issues and risks, contemplate where the law is heading and explore the major liability & litigation threats and how to mitigate them.

- New legal challenges of innovative marketing campaigns using social media
- Key legal risks associated with social media use
- Drafting effective social media policies for communications and marketing
- Where the law pertaining to social media is heading
- Potential litigation stemming from social media: types of lawsuits are being launched
- Legal implications of what is presented on your social media site

LOBBYING DISCLOSURES, REPORTING AND ETHICS

With the lobbying of government officials increasingly under scrutiny, strict adherence to lobbyist registration law is essential as is greater awareness of the impact and implications of the Federal Accountability Act, which is in part aimed at tightening the codes of conduct of the lobbyist profession. This presentation will address the latest legal developments and challenging issues of interpretation.

- Update on the laws governing lobbyists: working under the Lobbyists Registration Act and the Lobbyists' Code of Conduct
- Conflict of Interest and Post-Employment Code for Public Office Holders
- Impact of the Federal Accountability Act framework on lobbying
- Adjusting your lobbying program to meet the new legal reality
- Communications that must be reported

STRATEGIC COMMUNICATIONS PLANNING: COMMUNICATIONS AS A STRATEGIC CORPORATE PARTNER

Communications is increasingly being called upon to participate in management decision making and strategic planning, as it being recognized as emerging strategic partner with senior management and the board. This session will explore how communications can provide value to the organization through playing a key role in the business planning process, strategy development and execution.

- The evolving role of communications
- Integrating the goals and practices of communications with overall corporate strategy
- Adding value to the strategic planning process
- Positioning communications as a strategic corporate partner in the boardroom and business tool
- Engaging stakeholders in the planning process

MAKING COMMUNICATIONS A BUSINESS-SAVVY PARTNER

Effective support of an organization's top leaders is the hallmark of a corporate communications department, particularly in uncertain times. This discussion details how the communications group can gain senior management support by becoming a business leader and acting as a strategic advisor to the executive team.

- How communications can support the leadership team
- Keeping corporate communications on the agenda at the senior management table
- Ensuring Communications Directors become part of the executive team
- Ensuring reputation and other communication issues is always on the leadership agenda
- Understanding what executives want and need from their communication professionals to support them in safeguarding corporate image and reputation

GETTING SENIOR MANAGEMENT BUY-IN FOR COMMUNICATION INITIATIVES

When establishing a communication initiative, it must be done in a way that demonstrates a connection to the corporate bottom line and adds value to your organization in order to get the full senior management support necessary for success. This session will examine how to gain buy-in and establish a cohesive strategic view amongst the senior management team.

- Selling the value of the communication function to senior management
- Justifying the communications budget in cost cutting times
- Defending the value of what the communication department delivers
- Identify the communication deliverables from measurement results
- Strengthening the impact of your measures by connecting communication strategies to other departments such as marketing and HR

PERFORMANCE MEASUREMENT FOR COMMUNICATIONS

Creating a framework that systematically and consistently gauges the performance of your communications is essential for optimal communications planning, analysis and reporting to senior management, as measurement is critical for assessing the effectiveness of communication initiatives, building the business case for additional communication resources and improving efforts to enhance communication effectiveness. This session details how to create a performance measurement framework to suit your needs and budget.

- Components of a performance measurement framework
- Evaluating the success of a communications strategy
- Ensuring a fit between the framework and organizational goals
- Selecting what should be measured
- Objective monitoring and measurement tools: measuring the impact of social media
- Using measurement information to boost your strategic strength and prove your value to the organization

WORKSHOP

COMMUNICATION RISK MANAGEMENT: MANAGING SOCIAL MEDIA RISKS

Many organizations rush to take advantage of the potential benefits of social media tools without giving proper consideration to the unique safeguards and risks. With the inherent risks of social media use, it is essential that you examine risks associated with social media communication activities and develop social media governance strategy, policies and protocols to mitigate such risks in the context of your broader business goals and objectives.. This session will examine the key areas of risk involved in employing social media communication initiatives and provide practical guidance on how to mitigate those risks.

- Identifying social media risks for communications
- Ensuring social media governance strategy is aligned with the existing policies and standards of the organization
- Liability risks for communications using social media tools
- Implementing strategy, policies and protocols to mitigate risks associated with social media use
- Collecting personal information from social media sites in a compliant manner
- False advertising and defamation risks in social media
- Liability for consumer-generated comments and testimonials online

Registration: To reserve your place, call Federated Press toll-free at 1-800-363-0722. In Toronto, call (416) 665-6868 or fax to (416) 665-7733. Then mail your payment along with the registration form. Places are limited. Your reservation will be confirmed before the course.

Location: Calgary Marriott Hotel 110 9th Avenue SE Calgary, Alberta T2G 5A6 Canada

Conditions: Registration covers attendance for one person, the supplementary course material as described in this document, lunch on both days, morning coffee on both days and refreshments during all breaks. The proceedings of the course will be captured on audio or video. Multimedia proceedings with all slides and handouts can be purchased separately on a CD-ROM which will also include the course material.

Time: This course is a two-day event. Registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at 4:00 p.m.

Cancellation: Please note that non-attendance at the course does not entitle the registrant to a refund. In the event that a registrant becomes unable to attend following the deadline for cancellation, a substitute attendee may be delegated. Please notify Federated Press of any changes as soon as possible. Federated Press assumes no liability for changes in program content or speakers. A full refund of the attendance fee will be provided upon cancellation in writing received prior to September 27, 2012. No refunds will be issued after this date.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive 15%. For larger groups please call.

Payment must be received prior to October 4, 2012

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REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
 COURSE: \$1975
 COURSE + PROCEEDINGS CD-ROM:
 \$1975 + \$175 = \$2150
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