

6TH ANNUAL

# SASKATCHEWAN COMMUNICATION

FORUM

APRIL 8+9, 2019  
Regina, Sask.

## WORKSHOP A:

Strategic Consulting Skills for the  
Communications Professional

## WORKSHOP B:

Crisis Communications Planning

EARLY  
BIRDS SAVE  
**\$100 OR MORE**  
ends  
Mar. 1, 2019

PRODUCED BY

**SWANSEA**  
COMMUNICATIONS

SUMMERS  
**DIRECT**  
CONFERENCE & EVENTS

# ABOUT

## SWANSEA COMMUNICATIONS

We are a dynamic marketing and communications firm with a myriad of experience and skills which combine to provide clients unparalleled service. Communication is at the root of who we are as a species; it is what sets us apart from all other creatures in this world and is the force that carries us from moment to moment.

Our goal is to offer a conference experience that will educate, inspire and enable professional communicators from various industries through an environment of professional networking to benefit both delegates and speakers alike.

We are excited to have you join us and hope you return year after year. Please call **1.855.688.0189** or email us at **info@swanseacommunications.com**. You can also find out more about us at **www.swanseacommunications.com**.

SummersDirect and Swansea Communications have joined forces to present the 6th Annual Saskatchewan Communications Forum. Through SummersDirect's past experience in creating relevant and engaging conferences and Swansea Communications' current involvement in the communications field you're sure to love the end product; an event with quality speakers, tools and techniques you can take away and use, case studies you can relate to and most of all VALUE.

Together we want to build a long-lasting relationship with you!

## FORUM SPONSOR

We are an organization of professional communicators who work toward advancing careers of individual members as well as advancing the communications field as a whole. Membership with IABC/Calgary includes access to a network of over 500 local members, professional development workshops, meet-ups, webinars and more. All are welcome! We invite you to explore our site and hope the newest addition to our chapter's membership will be you!



International Association  
of Business Communicators  
Regina

# PROGRAM | APRIL 8, 2019 Regina, Sask.

**8:00 am**      **Registration Open**

**8:30 am**      **Welcome & Opening Remarks from the Chair**

**8:45 am**      **Shake Up Your Social**

Standing out in the crowd online is harder than ever before. More content is being published every second, and more people are looking for ways to crack the algorithm. But, shaking up your social is easier than you think.

@AgMoreThanEver is one of the most reputable brands on social media within Canadian agriculture. Using examples of their own content, and from brands across the ag and food system, they explain how focusing on making friends, telling better stories and being unforgettable has made them, and so many others, successful on social.



**ISAAC LECLAIR**  
BBA, Program Manager,  
Agriculture More Than Ever,  
Farm Credit Canada

**9:45 am**      **Networking & Refreshment Break**

**10:00 am**      **A little fun goes a long way**

When gamification, corporate objectives and innovation collide great things happen. In this session you will learn how the courage to try something new led to improved awareness and engagement with the Ministry of Central Services annual operational plan. Through a targeted campaign promoting the annual plan and the importance of cascading planning, coupled with a hands-on escape room activity, employees engaged with the ministry's operations like never before. See how this shoe-string initiative became a big corporate hit.

Participants will:

- Learn about the importance of communicating corporate direction and how to break it down so it is relevant for employees;
- Get tips and tricks for how they can create their own escape room activity in their organization; and
- See how communications strategy and business strategy go hand in hand.



**MEGAN WOLFINGER**  
CMP  
Program and Change Lead  
Government of Saskatchewan

# PROGRAM | APRIL 8, 2019

Regina, Sask.

## 10:45 am Cutting Through The Advertising Clutter

We live in an increasingly noisy, distracted culture. People were exposed to about 500 ads a day back in the 1970's, but now we're exposed to as many as 5,000 ads each day.

The good news: advertising still works and there are more tools than ever. But you need a single clear message with tactics that get attention.

This session will include the following:

- What other companies have done and how you can and should develop your own crystal clear, attention-grabbing message
- How to "stop the scroll" on digital channels so your audience will actually notice your message
- How to combine traditional media and digital media to maximize your marketing impact



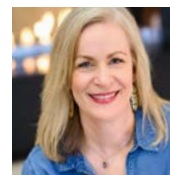
**DEREK ROBINSON**  
CEO, Mash Media & former  
Chief, Digital Strategy for  
Premier Brad Wall

## 11:45 am Networking Lunch Break

## 12:45 pm Caught between a milestone and a hard place: celebrating an anniversary in tough times

October 5, 2018 didn't feel like the most appropriate time for Cameco to celebrate its 30th anniversary. Having endured several years of depressed uranium market conditions, it was a challenging period for the company, and employees were feeling the emotional fatigue of restructuring and downsizing.

Learn how Cameco's internal communications team handled this challenge with tact, and what they learned about the power of employee voice.



**SUE BACHNER**  
Internal Communications  
Manager, Sustainability and  
Stakeholder Relations  
Cameco Corporation

## 1:45 pm Bext Practice Exchange

Delegates will break into small groups and share their own experiences in what works and what doesn't work in communications. Delegates will walk away with numerous case studies and best practices.

## 2:45 pm Networking & Refreshment Break

# PROGRAM | APRIL 8, 2019 Regina, Sask.

**3:00 pm**

## **12 Ways to Totally Ruin Your Communication Strategy**

Communication professionals strive to deliver measurable business results. However, results that demonstrate value of communication as a business essential aren't that easy to come by. It's hard work to gather the information you need to inform your communication strategy. Seriously, without the brow-sweating, mind-boggling, deep dive into analysis you won't have a clue where you're headed. Deliver the kind of results that make difference and put you and strategic communication on the map as a serious business contender. This workshop engages participants in learning and discussing 12 communication pitfalls that can ruin your beautifully-crafted strategy.



**CLAIRE WATSON**

ABC, MC, APR, Vice President  
Strategic Communication  
Management, Cropley  
Communications

**4:00 pm**

## **When the tide goes out, you can see who isn't wearing shorts**

This dynamic session highlights the importance of being prepared – well ahead of any crisis. Drawing on experiences from his leadership role during Canada's two costliest natural disasters, the 2013 Calgary Floods and the 2016 Fort McMurray wildfires, Ben will share his 5 key steps of crisis communication preparedness.



**BENJAMIN MORGAN**

Principal,  
diedouCOMMUNICATIONS

**5:00 pm**

## **Closing Remarks**



# WORKSHOPS | APRIL 9, 2019 Regina, Sask.

## 8:30 a.m. - **WORKSHOP A: Public Engagement Planning**

12:00 p.m.

Participants will leave this highly practical workshop with a practical, co-created handbook of tools and examples that will equip them to design and support public engagement processes in their municipality.

The session will use published evidence, 20+ years of experience and a variety of interactive methods to address the following questions:

- Why?** The benefits and risks of engaging the public in municipal decision-making
- Who?** Practical tools for stakeholder identification
- Where?** Where best to find the people you need
- When?** When to invite people's participation
- How?** Combining online and in-person methods to attract and hold people's attention
- What?** What to ask them once you have their attention

Dr. Rebecca Sutherns is a Certified Professional Facilitator and the CEO of Sage Solutions in Guelph, Ontario – a consulting firm that specializes in facilitating strategic, collaborative decision-making. She is a high energy communicator and coach who has worked to strengthen the impact of public benefit organizations for more than 20 years. Rebecca holds a PhD in Sustainable Communities and teaches Community Engagement to planning students at the University of Guelph. See [www.sage-solutions.org](http://www.sage-solutions.org) for more details.



**DR. REBECCA SUTHERNS**

# WORKSHOPS | APRIL 9, 2019 Regina, Sask.

1:00 p.m. -

4:00 p.m.

## WORKSHOP B: Crisis Communications Planning

Benjamin Morgan, Principle of deidouCOMMUNICATIONS, has held communication leadership roles during the response to Canada's two costliest natural disasters: the 2013 Calgary Floods and the 2016 Fort McMurray wildfires. In addition to consulting with a variety of organizations, he teaches risk and crisis communications at Calgary's Mount Royal University and BC's Royal Roads University at both the undergraduate and graduate levels. In the session, Benjamin shares with you critical elements of crisis communication planning and walks participants through a crisis communications plan outline. This session will help you:

- Understand some of the key elements required for a comprehensive crisis communication plan
- Manage communications during crisis and issues response better
- Prepare well ahead of any crisis event
- Understand the importance of strong key messages
- Prepare yourself, and others, to be ready to respond

Practical information combined with group discussion will help set your organization up for communication success during a crisis. This session will leave you with a foundation to build and grow your crisis communication plan.

Benjamin has had a dynamic career. During his 16 years of service as a Paramedic, he served as the designated spokesperson – speaking to crisis events. Inspired by his interactions and relationships with the media, Benjamin returned to school and completed his Masters Degree in Professional Communications. Returning to The City of Calgary in March of 2013 in a newly created role, the Supervisor of Crisis Communications, he quickly found his background and education tested as the mighty Bow and Elbow rivers spilled their banks. His crisis communications was again tested during the 2016 Fort McMurray wildfires. He was called as a crisis communications expert by the Province of Ontario during the Elliott Lake disaster Public Inquiry hearing. Benjamin also participated in a Department of National Defence research project, Social Media Expert in Emergency Management 'round Table. He now shares his knowledge and experience with undergraduate and graduate level students at two Canadian Universities.

He is the founder of deidouCommunications which supports organizations in their crisis communication planning, communication strategies, media relations training and coaching. He is a sought-after consultant, trainer and conference speaker.



**BENJAMIN MORGAN**  
Principle  
deidouCOMMUNICATIONS

# 6TH ANNUAL SASKATCHEWAN COMMUNICATION FORUM | APRIL 8+9, 2019 Regina, Sask.

## Package

BEST  
VALUE

- Forum + Two Workshops (April 8+9, 2019)
- Forum + 1 Workshop (Mon., April 8 + half day on 9th)
- Forum Only (Monday, April 8, 2019)
- 1 Workshop Only (April 9, 2019)
- 2 Workshops Only (April 9, 2019)

BEST  
VALUE

- IABC /CPRS Member Forum + Two Workshops (April 8+9, 2019)
- IABC/CPRS Member Forum + 1 Workshop (Monday, April 8 + half day on 9th)
- IABC/CPRS Member Forum Only (Monday, April 8, 2019)
- IABC/CPRS Member One Workshop only (April 9, 2019)
- IABC/CPRS Member Two Workshop only (April 9, 2019)

## Early Bird (Before March 1, 2019)

**\$949**  
**\$799**  
**\$549**  
**\$349**  
**\$549**

## Regular

**\$1,099**  
**\$999**  
**\$699**  
**\$499**  
**\$649**  
  
**\$899**  
**\$749**  
**\$499**  
**\$299**  
**\$499**

## REGISTER TODAY

Early Bird Deals are available until March 1, 2019.

email: [forums@swanseacommunications.com](mailto:forums@swanseacommunications.com)  
phone: 1.855.688.0189  
online: [Register here](#)

### 2019 SASKATCHEWAN COMMUNICATIONS FORUM

APRIL 8+9, 2019

Delta by Marriott Regina

1919 Saskatchewan Drive, Regina, SK  
(306) 525-5255

### VENUE & RESERVATIONS

Event will be held at the Delta by Marriott Regina, 1919 Saskatchewan Drive, Regina, SK. Rooms are available to book until March 9, 2019 at the conference rate of \$160. After this time the rate is subject to availability and cannot be guaranteed. Book your **group rate** for Swansea Communications Alberta Communications Forum.

### CANCELLATION & REFUND POLICY

Substitution of delegates is permissible without prior notification. Refunds will be given for cancellations received in writing no later than 10 days prior to the conference date subject to an administration fee of \$200 plus \$10 for GST. After this time, you are liable for the full registration fee even if you do not attend the conference. If you register during this 10 day period, you are also liable for the full fee. Swansea Communications reserves the right to change program date, meeting place or content without further notice and assumes no liability for these changes.