

7th Annual

ALBERTA COMMUNICATIONS FORUM

March 2+3
2020
Edmonton, AB

EARLY
BIRD ENDS
Jan. 23/20



PRODUCED BY

SWANSEA
COMMUNICATIONS



SUMMERS
DIRECT
CONFERENCE & EVENTS

The Forum · Monday, March 2, 2020

8:00 – 8:30 a.m. REGISTRATION AND BREAKFAST

8:30 a.m. WELCOME AND OPENING REMARKS FROM THE CHAIR

8:45 – 9:45 a.m. OPENING KEYNOTE: Talk Triggers

Daniel Lemin, co-founder, EatID, Acclaimed global speaker, co-founder & CMO, Selectivor – California

9:45 – 10:00 a.m. NETWORKING REFRESHMENT BREAK

10:00 – 11:00 a.m. Internal Communications

Candace Denison, Manager, Communications & PR, Foothills School Division

11:00 a.m. – 12:00 p.m. Setting Everyone In the Same Direction: Listening to a Diverse Community to Create a Unified 10 Year Strategic Vision

Chris Henderson – Principal, Chris Henderson Communications & Consulting
Jacquelyn Cardinal – Co-Founder and Managing Director, Naheyawin

12:00 p.m. – 12:45 p.m. NETWORKING LUNCHEON

12:45 – 1:45 p.m. How to Make a Personal Connection through Storytelling

Cynthia Lockrey, Lockrey Communications

1:45 – 2:45 p.m. Bringing Listening to Life

Adam Rozenhart, Director of Story, ATB Financial

At ATB Financial, a regional financial institution in Alberta, we say that “we listen.” It’s in all of our advertising, all

2:45 – 3:00 p.m. REFRESHMENT BREAK

3:00 – 4:00 p.m. Engaging Albertans: The World of Government Marketing and Advertising

Catherine Lee-Hannley

(continued...)

full details at www.ABCommsForum.ca

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4:00 –5:00 p.m. It's Yammer Time! Transforming Culture Through Social Collaboration

Paul Newmarch, Senior Advisor, Digital Employee Communications, Suncor Energy

5:00 p.m. CONFERENCE CONCLUDES FOR THE DAY

The Workshops · Tuesday, March 3, 2020

8:30 a.m. – Registration & continental breakfast

9:00 a.m. – 12:00 p.m. Workshop A: How to Make Your Website Work for You

Cynthia Lockrey, Lockrey Communications

Gone are the days of putting up a website and walking away. For your website to get traffic and connect with people, it needs to be updated regularly as well as referenced on social media and other websites. This not only helps increase your SEO, but also shares your content with people who don't visit your site.

In this workshop, you'll learn tips on maximizing content, distribution channels (Medium, LinkedIn articles, social media), how to keep your website fresh and top trends for 2020 (hint – it's about being a real person and authentic).

1:00 p.m. – 4:00 p.m. WORKSHOP B: Strategic Change Leadership for the Communications Professional

Anne Marie Downey, Downey Norris & Associates Inc. + Colleen Foster, ABC, Foster Communications

Effectively managing change is one of the top challenges faced by most organizations today and provides an outstanding opportunity for communications professionals to lead with their expertise and strengthen their positions as a strategic partner in their organizations.

This workshop will focus on strategic and practical skills for communications professionals to succeed as change leaders. A range of successful change strategies will be explored with an emphasis on practical approaches that you can use to participate in the leadership of an integrated, cohesive and effective approach to change within your organization.

You will walk away with effective tools to confidently and comfortably demonstrate your respective abilities to lead and facilitate change management strategies that align with and support the business/organization goals and directions.

PRICING

Forum & 2 workshops BEST VALUE \$949.00 early bird \$1099.00 regular

Forum & 1 workshop \$799.00 early bird \$999.00 regular

Forum only \$559.00 early bird \$699.00 regular

Two workshops only \$549.00 early bird \$649.00

One workshop only \$349.00 early bird \$499.00 regular

REGISTER ONLINE AT www.ABCommsForum.ca