



The Canadian Public Relations Society, Inc.

MEDIA RELATIONS WEST

Building Comprehensive Communications Strategies in a Rapidly Evolving Media Environment



Conference Chairs:



Jeff Domansky, APR
President, CPRS Vancouver and CEO, Peak Communicators Ltd.



Richard Truscott
President, CPRS Calgary and Director of Communications, CGA Alberta

Day One Keynote:



Dr. Roger Gibbins
President and CEO
Canada West Foundation

Day Two British Columbia Keynote:



Renée Smith Valade
Vice President, Communications
Vancouver 2010

Day Two Alberta Keynote:



Richard Bartrem
Director, Brand and Communications, WestJet Airlines

See inside for complete speakers roster

Communicators and media representatives will come together for two days of up-to-the-minute information, including:

- Exploring the changed media landscape of Canada's west and the challenges it presents to communicators
- Forging media relationships to control and disperse your message
- Understanding your audience's perception: How to reinforce it – or change it
- Implementing a successful corporate blog
- Crisis communications: Can your degree of transparency be mitigated by your reputation's integrity?
- Entering the national and global competitive arenas and formulating strategies to remain a world class player
- Managing diverse interest groups under a cohesive communications plan
- Much more!

Media Relations Immersion! Benefit from 3 Interactive Learning Sessions!

- A** Building a Media Relations-savvy Website: Best Practices and Procedures
- B** Writing the Modern Press Release: How to Pitch Successfully in a Multi-newscycle Environment
- C** Managing Media Interviews: Advanced Media Skills and Winning Techniques for Training Key Staff

PLUS! All accredited CPRS members who attend will qualify for Maintenance of Accreditation Units



Register Now • 1-877-927-7936 • CanadianInstitute.com



--- For Immediate Release ---

Master the Message at The Canadian Institute's Media Relations West

– Calgary, Alberta – Media Relations has never been more difficult – or more important – than it is now. In a hyper-informed world, clear and concise communications planning is imperative for good business. Information sources are everywhere and the traditional media must adapt. So too, must the savvy communicator.

In Canada's West, booming business, demographic shifts, and heightened attention and scrutiny on a global scale present even further challenges. No longer flying under the radar, your media messages are now firmly fixed in the crosshairs of public and media attention. Can your communications plan hit the bullseye or will you become the target?

The Canadian Institute's Media Relations West event will equip communications specialists with the ammunition and armour needed to march into the field and emerge victorious.

You'll take away tips and tools to bolster your communications strategy, including expert insight and instruction on:

- Navigating increased media exposure and public awareness
- Building a story that satisfies senior management and that "sells"
- Proactively building a crisis response mechanism, and how to put it into play
- Accessing your audience through alternative and new media outlets
- Forging strong and symbiotic relationships with media players
- More!

On December 6–7, 2006, make connections that click at **The Canadian Institute's Media Relations West**.

Register today!

Contact: The Canadian Institute
1.877.927.7936 or www.CanadianInstitute.com

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Who Should Attend

Vice Presidents, Directors, Managers, Consultants and Advisors of:

- Media Relations
- Communications
- Public Affairs
- Public Relations
- Corporate Communications

- Marketing
- Strategic Communications
- Stakeholder/Investor Relations
- Advertising
- Brand Management
- Promotions
- Internet Communications

Plus, Partners, Principals, Presidents, Vice Presidents, Directors, Consultants, Advisors at:

- Public Relations Firms
- Advertising and Marketing Agencies
- Press Offices and News Services



The Canadian Public
Relations Society, Inc.

The Canadian Public Relations Society, Inc. (CPRS) is Canada's only professional association representing 1,700 public relations practitioners in 16 Member Societies across Canada who commit to following a Code of Professional Standards. The Society offers a program of professional accreditation in public relations (APR), professional development and education programs affiliated with various colleges and universities, a job registry and networking opportunities, an annual national conference, a directory of all members and a forum for information sharing. Visit our web site for more information. www.cprs.ca

Register at 1-877-927-7936 or in Toronto 416-927-7936 or www.CanadianInstitute.com

SPEAKERS

Co-Chairs



Jeff Domansky, APR
President, CPRS Vancouver
and CEO, Peak
Communicators Ltd.



Richard Truscott
President, CPRS Calgary and
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Day One Keynote



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Vancouver 2010

Day Two Alberta Keynote:



Richard Bartrem
Director, Brand and
Communications
WestJet Airlines



Bill Brunton
Partner
Stratus Partners



Claudia Cattaneo
Calgary Bureau Chief
The National Post



Dave Ebner
Senior Reporter
The Globe and Mail



Jason Fekete
Reporter
The Calgary Herald



Donna Freeman
Manager, Corporate Public Affairs
WorkSafe BC



Mona Gauvreau, APR
Vice President
Public Relations
Hill & Knowlton, Calgary



Jim Gray
Principal, Media Strategy Inc.



Michelle Harries
Director of Communications
PetroCanada



Brett Harris
Calgary Bureau Chief
Report On Business Television



Martin Kennedy
Director of Corporate Relations
EPCOR



George Kesteven
Manager, Investor Relations,
Primewest Energy Trust and
President, CAIF-Canadian
Association of Income Funds



John Larsen, MCS, ABC
Principal
Corpen Group Inc.



Mark Lavigne, APR
President, Hunter LaVigne
Communications Inc.;
Vice-President, Secretary, CPRS
National; Past President, CPRS
(Toronto) and Professor,
Corporate Communications
Seneca at York (part-time)



Dennis Merrell
Executive Director
Alberta Weekly Newspapers
Association



Warren Michaels
Vice President,
Communications
CV Technologies Inc.



Tony Pietrocola
President, Tenth Floor LLC



John Sparks
Principal
Sparks and Associates



Mark Stefanson
Executive Director of Public
Affairs, BC Ferries



James Stevenson
Calgary Business
Correspondent, Canadian Press



Michael Tippett
Founder, NowPublic



Jacquelynn Twarzynski
Director of Communications
Calgary Health Region

Interactive Learning Session Leaders:



Jim Gray
Principal, Media Strategy Inc.



Mark Lavigne, APR
President, Hunter LaVigne
Communications Inc.;
Vice-President, Secretary, CPRS
National; Past President, CPRS
(Toronto) and Professor,
Corporate Communications
Seneca at York (part-time)



Michael O'Connor Clarke
Vice President, Marqui Inc.

Wednesday, December 6, 2006

8:00 Registration Opens and Coffee Served 

9:00 Opening Remarks from the Chairs

Jeff Domansky, APR

President

CPRS Vancouver and CEO, Peak Communicators Ltd.

Richard Truscott

President, CPRS Calgary and

Director of Communications, CGA Alberta

9:15 **Go West! – Adapting your Communication Practices to Keep Pace with the Economic and Demographic Changes in Canada’s Western Provinces**

Dr. Roger Gibbins

President and CEO

Canada West Foundation

The media’s traditional focus on Ontario must begin to shift west as Alberta enjoys unprecedented growth and prosperity, and as BC prepares to entertain the world at the 2010 Winter Olympics. However, this shift to a new regional news generator will also demand a new understanding of that generator, and an appreciation of how regional stories play out within a national audience. In fact, developments in the West challenge the very distinction between regional and national stories. This session will highlight:

- Changes in Western Canada that challenge our conventional understandings of the national community
- How regional stories play nationally, and national stories play regionally
- Story lines that work – and story lines that irritate
- Navigating the complexities of regional and national identities
- Capturing the “business story” in Western Canada
- Media relations when the “centre” is no more

10:00 Networking Coffee Break 

10:15 **Adapting to the Multi-Newsycle Day: How to Manage the Proliferation of Media Outlets**

Mark Lavigne, APR

President, Hunter LaVigne Communications Inc.;
Vice-President, Secretary, CPRS National; Past President,
CPRS (Toronto) and Professor, Corporate
Communications Seneca at York (part-time)

The landscape of media messaging has changed considerably with the advent of 24-hour TV news, instant news access on the web, news portals, and blogs. Accordingly, the role of the communicator is no longer strictly deadline-based, but rather a round-the-clock function. Are there enough hours in the day?

- Identifying the various media outlets and the audiences who access them
- Crafting your message to cut across all media outlets while tailoring it to the needs of your specific audience
- Forging relationships to control and disperse your message
- Monitoring the ever-expanding media landscape: Is your communications plan ROI-justified?

11:00 **Flogged by the Blog? The Rise of Citizen Journalism and how it can Impact your Media Relations Initiatives**

Jason Fekete

Reporter, The Calgary Herald

John Sparks

Principal, Sparks and Associates

Michael Tippett

Founder, NowPublic

Blogs can be created by anyone at anytime and can unofficially become a source of information. The media has picked up on the proliferation of blogs. Should you? Additionally, the blogosphere opens a new channel of communication for corporate messaging. CEO blogs can be especially useful in bypassing potential editorial bias and ensuring your message is published unedited.

- Are bloggers journalists?
- How can you pitch to a blogger? Should you?
- Are blogs worth monitoring? Do they require specific issues and crisis management action?
- Profile of a blogger – how to gauge the impact of what’s being said and who’s saying it
- How does the traditional media use blogs? Are they a reliable source?
- Advantages and pitfalls of CEO or Senior Management blogs
- Creating your own opportunities to reach key stakeholders and the public by accessing the blogosphere
- Establishing a clear perspective for your blog, its continuity, and its relevance
- Creating a stringent routine for blog upkeep
- Finding an audience and keeping them engaged

12:15 **Networking Luncheon** 

1:30 **Media RELATIONShips: How to target the Right Reporter at the Right Time with the Right Story**

Reporters are faced daily with an avalanche of story pitches, angles, and editorial pressures for limited coverage space. How can you stack the deck to make your story stand out from your competitor’s? This session will illuminate what the media wants and needs from you, when they want it, and why.

Moderator:

James Stevenson

Calgary Business Correspondent
Canadian Press

Panelists:

Claudia Cattaneo

Calgary Bureau Chief, The National Post

Dave Ebner

Senior Reporter, The Globe and Mail

Brett Harris

Calgary Bureau Chief

Report On Business Television

- What mode of communication is most efficient to reach a reporter?
- The reporter’s dream: Building the perfect media representative
- What defines a media partnership?
- How quickly should you respond to media inquiries?

KEYNOTE

PANEL

PANEL

- Can you afford an exclusive relationship with your media partner?
- The proliferation of non-traditional media feeds and their impact on today's journalist

3:00 Networking Refreshment Break

3:15 Creating an Effective Communications Plan that Satisfies Management and the Media

Warren Michaels
Vice President, Communications, CV Technologies Inc.

The Media Relations representative often needs to act as a middleman between the organization and the media. The messages a company wants to release may not be the ones the media wants to hear. Both sides must be satisfied that they are getting what they need and want. The savvy communicator can balance both.

- Understanding the media perspective and effectively relaying that information to your management team
- Setting reasonable expectations for media coverage from within – not being afraid to say “no”
- Assessing the story to gauge its media relevance, and finding embellishments or angles to make it more media-palatable
- Using the media as a partner during a crisis, rather than as an adversary

4:00 Communications Planning in Times of Prosperity

Moderator:

Bill Brunton
Partner, Stratus Partners

Panel:

Michelle Harries
Director of Communications, PetroCanada

Martin Kennedy
Director of Corporate Relations, EPCOR

George Kesteven
Manager, Investor Relations,
Primewest Energy Trust and President,
CAIF-Canadian Association of Income Funds

Alberta's energy industries are experiencing a boom unprecedented in the province's history. While certainly a magnet for attention and scrutiny, do these rich-and-getting-richer companies really need to worry about what's said or written about them?

- Making communications planning and media relations relevant during boom times
- Identifying and managing challenges communicators and media managers face in boom times
- Preparing for a shift in fortune due to a volatile marketplace
- Educating the media on regulatory changes so that their reporting is even-handed and accurate
- Utilizing media partners as another option to get information to your stakeholders
- Monitoring media for red flags and further opportunities

5:30 Chair's Closing Remarks and Conference Adjourns

Networking Cocktail Reception 

Thursday, December 7, 2006

8:30 Coffee Served ☑

9:00 Opening Remarks from the Chairs

Jeff Domansky, APR
President
CPRS Vancouver and CEO, Peak Communicators Ltd.

Richard Truscott
President, CPRS Calgary and
Director of Communications, CGA Alberta

Focus on Crisis Communications

9:15 Crisis Contingency Planning: The Communicator's Best "Prepare for the Worst" Strategy

John Larsen, MCS, ABC
Principal, Corpen Group, Inc.

Jacquelynn Twarzynski
Director of Communications, Calgary Health Region

- Recognizing potential danger zones within your industry
- Balancing risk with profitability
- Can your degree of transparency be mitigated by your reputation's integrity?
- Relating correct information to employees, stakeholders, and media partners
- Knowing when you're saying too much, or not enough
- Cultivating a comprehensive emergency response
- Partnering with other potentially affected organizations to create a strong and united front
- Are you prepared beyond the crisis? Do you have a plan to re-build your communications strategy?
- How do you incorporate the lessons learned from a crisis situation into your post-crisis "business-as-usual" mandate?

10:15 Networking Coffee Break ☑

10:30 Leading and Executing an Effective Crisis Management Plan

Mona Gauvreau, APR
Vice President, Public Relations, Hill & Knowlton, Calgary

Donna Freeman
Manager, Corporate Public Affairs, WorkSafe BC

Mark Stefanson
Executive Director of Public Affairs, BC Ferries

Public Relations professionals are used to planning for a crisis, but what really happens when the unthinkable befalls the company and you need to switch into execution mode?

- What happens when you work in a high profile environment?
- When and how do you manage the flow of information to your key stakeholders: Employees, media, and the public?
- How do you protect the image and the brand?
- How do you balance sharing too much information with too little information?
- Are you prepared beyond the crisis?
- What kind of follow-up, if any, is required?

PANEL

11:30 The Power of the Story: The Core of a Comprehensive Communications Strategy

DELEGATE FAVOURITE!

Jim Gray
Principal, Media Strategy Inc.

In this multi-media session featuring successful and not-so-successful living examples, Jim Gray will illustrate how to develop a tight, integrated story that effectively captures your message and appeals to your market.

- Assessing the information: What are you really trying to say?
- Organizing and articulating your story components to create a cohesive whole
- Understanding your audience's perception: How to reinforce it or change it
- Utilizing a template for story construction

12:15 Networking Luncheon

1:30 The World Stage: Formulating an Effective Communications Plan that Satisfies Local, National, and International Interests – All at the Same Time

BRITISH COLUMBIA KEYNOTE

Renée Smith Valade
Vice President, Communications
Vancouver 2010

The challenge of creating a comprehensive communications plan around an enormous event presents unique challenges and considerations. Still four years away, the Olympic Planning Team is already well underway.

- Identifying the media plan components and their target audience: creating specific messages for differing consumers, including media, business, and the public-at-large
- Managing diverse interest groups under a cohesive strategy
- Effectively branding the event and creating public awareness
- Working with sponsors, government, and other vested interest parties to create a cohesive communications initiative
- Forging partnerships to prepare and respond to potential crises
- Forming a plan that satisfies local, national, and international needs and expectations

2:15 Globalization: How to Stay on Course when your Local Company Takes Off – The WestJet Story

ALBERTA KEYNOTE

Richard Bartrem
Director, Brand and Communications
WestJet Airlines

As more national and international interest is focused on Canada's West, there is more opportunity for companies and organizations to break into a global arena. With smart planning and solid communications strategies, western-based businesses can come to the fore of Canada's leading companies. Ten years on and still growing, WestJet paved the runway for other globally-minded enterprises to reach for the skies.

- Keeping in touch with your local roots while expanding your reach
- Using your corporate brand as a prime driver of your external communications plan
- Setting attainable goals while maintaining infrastructure strength
- Becoming a world class player through winning national and competitive strategies
- Charting a course for future growth and stability

3:00 Networking Refreshment Break

3:15 Using Alternative Media Outlets to Expand Your Reach and Get the Exposure your Story Warrants

Dennis Merrell
Executive Director
Alberta Weekly Newspapers Association

Business communicators face a media saturated with news bites, often leaving no room for the stories they really want to tell. Media reps who look beyond the usual outlets and who can tailor their messages to a more niche target may find the right exposure for their story.

- Ascertaining who your audience is and where they are located
- Dissecting your story's "sell components" and pitching it accordingly
- Editor's choice: What stories are local papers really looking for?
- Looking beyond the headlines for outlets to tell your special interest and corporate citizenship stories
- Forging relationships with alternative media sources – how are they different? What are the commonalities?

4:00 New Media, New Challenges: Effectively Using the Internet to Support your Media Relations Initiative

In the new accelerated media world, often reporters will rely on a click rather than a call. Is your website telling the right story?

Tony Pietrocola
President
Tenth Floor LLC

- Designing a user-friendly website for quick reference and easy navigation
- Can a reporter get what they need from your site? Are there downloads available?
- How much is too much? Should the media have the same access as your stakeholders?
- Aligning your messages across all media platforms to create a cohesive communications plan
- Website maintenance: is your site keeping pace with your business? Is it fresh or stale?

4:45 Chair's Closing Remarks, Conference Concludes

SPONSORSHIP & EXHIBITION OPPORTUNITIES

Maximize your organization's visibility in front of key decision-makers in your target market.

For more information, contact
Business Development Executive **Matt Briers** at
416-927-0718 ext. 302, toll-free 1-877-927-0718
ext. 302 or by email at
m.briers@CanadianInstitute.com

A

Tuesday, December 5, 2006
9:00 am – 12:30 pm
Registration opens at 8:30 am

Building a Media Relations-savvy Website: Best Practices and Procedures

Leader:

Michael O'Connor Clarke
Vice President, Marqui Inc.

More and more, journalists and reporters are looking for quick fix information on a company they're interested in. Are you connected? Is your website user-friendly and tech-savvy? Fast becoming the go-to fount of information, your website must be up to speed. What are the best practices for building an informative and easy-to-navigate site?

- Disclosure: How much is enough?
- Identifying your web visitors: Who wants what and how?
- Presentation: How to cultivate a corporate identity with images
- How advanced should your website be?
- How to maintain your website once it's up and running
- Learn from the best: Winning websites and why they're successful

Navigate to this interactive web design session to click with the media. Call to register today – or visit the website!

Michael O'Connor Clarke has spent almost twenty years in and around the corporate communications universe, including stints as a Senior Vice President and Practice Director with two of the world's largest PR agencies. He is currently Vice President, Business Development for Marqui; a Vancouver-based developer of marketing automation software. In other roles he has lead worldwide marketing for a large publicly-traded technology firm, been part of a team that took a software startup from zero to IPO in nine months, and provided strategic communications counsel to clients such as AOL, Compaq, eBay, H&R Block, Intel, MDS, and many others. A blogger since 2000, Michael currently writes for a number of well-known weblogs, including Flackster – a blog focused on the changing nature of public relations. He studied philosophy at the University of Wales and currently serves on the advisory boards of two private Toronto-based companies.

B

Tuesday, December 5, 2006
1:30 pm – 5:00 pm
Registration opens at 1:00 pm

Writing the Modern Press Release: Best Practices for Pitching in a Multi-Newsycle Environment

Leader:

Mark Lavigne, APR
President, Hunter LaVigne Communications Inc.;
Vice-President, Secretary, CPRS National;
Past President, CPRS (Toronto) and Professor, Corporate Communications, Seneca at York (part-time)

With the changing nature of how and when people get their news, and how the media must dispense it, the traditional press release must adapt. With more and more news hitting the wires and services, how can you best position your story for maximum media attention? This Interactive Learning Session will focus on:

- Assessing what the media wants and needs, and accessing the best ways to give it to them
- How much is too much? How much is too little?
- Formulating interactive press releases – let your links do the talking
- Designing your website as a one-stop media shop

- How to effectively and affordably use photos, video, and audio
- Creating requirement checklists for specific media partners
- Retaining traditional storytelling know-how while using new or non-traditional approaches

Don't miss this opportunity to hone and refine your release-writing skills! Register now!

Mark Hunter LaVigne is an award-winning, accredited member (APR) of the Canadian Public Relations Society (CPRS), is a Past-President of CPRS (Toronto) and has also served several years on the national board. He was elected to another three-year term on the national CPRS board last year, and this month, was elected as Vice-President, Secretary. He regularly writes for industry newsletters and has been quoted in mainstream print and television news media on PR-related subjects including the Globe and Mail, National Post, Metro Daily and Global TV. His book, Making Ink and Airtime: How to Conduct Proactive Media Relations in Canada, will be published this fall.

C

Friday, December 8, 2006
9:00 am – 12:30 pm
Registration opens at 8:30 am

Managing Media Interviews: Advanced Media Skills and Winning Techniques for Training Key Staff

Leader:

Jim Gray
Principal, Media Strategy Inc.

This media relations training workshop will give participants practical tools & techniques to manage a broad range of challenges. Through a mix of instruction, exercises and mock interviews, this workshop will teach participants how to:

- Recognize what makes news and why
- Address the various needs and challenges associated with print, radio, television and internet media
- Improve teamwork within your organization to ensure rapid response
- Develop sound media relations protocols
- Marry your objectives to those of reporters
- Plan media responses to building issues and crisis situations
- Prepare themselves and others to serve as media spokespeople
- Develop media savvy messages and briefing materials
- Answer questions effectively and bridge back to your key messages
- Ensure a good night's sleep after an interview is given

Don't leave your spokesperson (or your "accidental spokesperson"!) unprepared. Register today for this comprehensive media skills training workshop!

Jim Gray has helped plan and implement sharp, productive communication strategies for organizations across a range of sectors over the past 15 years. A former journalist with The Toronto Star and the Canadian Broadcasting Corporation, Gray uses 'The Power of Three', a simple template system, to assist his clients in developing strong content. Through his guidance, they're able to bring that content to life in compelling media interviews and speeches. Gray's clients are able to improve dramatically as presenters through a coaching model that emphasizes rehearsal and feedback. In his sessions, clients learn how to identify the informational needs of listeners, how to 'hook' their audiences early and how to utilize compelling verbal and non-verbal techniques from start to finish. An expert in crisis communications, Gray frequently provides counsel to organizations facing challenging public and internal issues. Gray is a graduate of Acadia University in Nova Scotia.



The Canadian Public Relations Society, Inc.

MEDIA RELATIONS WEST

Building Comprehensive Communications Strategies in a Rapidly Evolving Media Environment

4 Reasons to Attend!

- 1 Our most successful communications conference has been completely re-focused to a Western perspective
- 2 Refresh and refine your strategies with tips and tools from leading industry movers and shakers
- 3 Hone your crisis communications contingency plans
- 4 Share and compare with peers and colleagues

REGISTRATION FORM

To expedite your registration, please mention your priority service code



ATTENTION MAILROOM: If undeliverable to addressee, please forward to: Director, Communications

5 Easy Ways to Register

- MAIL** The Canadian Institute
1329 Bay Street
Toronto, ON M5R 2C4
- PHONE** 1-877-927-7936
or 416-927-7936
- FAX** 1-877-927-1563
or 416-927-1563
- ONLINE**
www.CanadianInstitute.com
- EMAIL**
CustomerCare
@CanadianInstitute.com

STEP 1

CONFERENCE CODE: 183E07-CAL

YES! Please register the following delegate(s) for the **MEDIA RELATIONS WEST**

Fee Per Delegate

- Conference only \$1795 + \$107.70 (6%) GST = \$1902.70
- Conference & One Interactive Learning Session A or B or C \$2290 + \$137.40 (6%) GST = \$2427.40
- Conference & Two Interactive Learning Sessions A or B or C \$2785 + \$167.10 (6%) GST = \$2952.10
- Conference & Three Interactive Learning Sessions \$3280 + \$196.80 (6%) GST = \$3476.80
- I would like to add the conference materials CD-ROM to my order - \$150 (plus applicable taxes and shipping)
- I am a CPRS member. Member #: _____

*Volume discounts available to individuals employed by the same organization. Not to be combined with any other offer.

NAME _____ POSITION _____

ORGANIZATION _____

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TELEPHONE (_____) _____ - _____ FAX (_____) _____ - _____

EMAIL _____

TYPE OF BUSINESS _____ NO. OF EMPLOYEES _____

APPROVING MANAGER _____ POSITION _____

PAYMENT

Please charge my VISA MasterCard AMEX

Number _____ / _____ / _____ Expiry _____ / _____

Signature _____

I have enclosed my cheque for \$ _____ including GST made payable to **The Canadian Institute** (GST No. R106361728) PBN# 106361728PG0001

I do not wish to receive mailings from other companies

STEP 2

STEP 3

Administrative Details

VENUE: The Metropolitan Centre
ADDRESS: 333 Fourth Avenue SW, Calgary
TEL.: (403) 266 3876

Hotel Reservations

A limited number of guestrooms have been reserved at The Westin Calgary until November 5th, 2006. The rates start at \$169.00 per room per night, single or double occupancy. Please contact the hotel directly at 403-266-1611 or the Central Reservation Office at 1-800-937-8461 and mention **The Canadian Institute** in order to get the special group rate.

Program Materials

Conference participants will receive a comprehensive set of conference materials prepared by the speakers. These materials are intended to provide the participants with an excellent reference source after the conference.

Cancellation and Refund Policy

Substitution of participants is permissible without prior notification. If you are unable to find a substitute, please notify **The Canadian Institute** in writing no later than 10 days prior to the conference date and a credit voucher will be issued to you for the full amount paid, redeemable against any other **Canadian Institute** conference. If you prefer, you may request a refund of fees paid less a 15% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the conference date. **The Canadian Institute** reserves the right to cancel any conference it deems necessary and will, in such event, make a full refund of any registration fee, but will not be responsible for airfare, hotel or other costs incurred by registrants. No liability is assumed by **The Canadian Institute** for changes in program date, content, speakers or venue.

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VOLUME DISCOUNT

We offer special pricing for groups.
Please email or call for details.

PAYMENT MUST BE RECEIVED PRIOR TO NOVEMBER 30, 2006