

2nd

Mini-LLB-MBA for Communications

Workshop Included:
Communication Risk Management: Managing Social Media Risks



Course Leader
Stephanie
Thornbury,
Hudson's Bay
Company



Course Leader
Andrea Rush,
Heenan Blaikie
LLP



Susan Carter,
Equitable Trust
Company



Richard F.D.
Corley,
Blake, Cassels
& Graydon LLP



Parag Gandhi,
Sleeman
Breweries Ltd.



Scott Hickey,
Gamma-
Dynacare
Medical
Laboratories



Steve Kee,
Insurance
Bureau of
Canada



Alan W.
Kennedy,
Gibson
Kennedy &
Company



W. Ian Palm,
McCarthy
Tétrault LLP



Daffyd
Roderick,
Hydro One
Networks Inc.



Robert Sarnier,
Roots Canada



Elisabeth
Symons,
Mann Symons
Law Office

Two-Day Event!

participating organizations

Blake, Cassels & Graydon LLP
Equitable Trust Company
Gamma-Dynacare Medical Laboratories
Gibson Kennedy & Company
Heenan Blaikie LLP
Hudson's Bay Company
Hydro One Networks Inc.
Insurance Bureau of Canada
Mann Symons Law Office
McCarthy Tétrault LLP
Roots Canada
Sleeman Breweries Ltd.

who should attend

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

FACULTY

COURSE LEADERS

STEPHANIE THORNBURY

Stephanie Thornbury is Divisional Vice President at **The Hudson's Bay Company** in Toronto. She is responsible for the development and implementation of external and internal communication strategies and programs.

ANDREA RUSH

Andrea Rush is a Partner at **Heenan Blaikie** and a registered patent and trade-mark agent.

CO-LECTURERS

SUSAN CARTER

Susan Carter is the Head of Marketing, Communications & Investor Relations for **Equitable Trust**. Prior to joining Equitable, she was VP Marketing & Communications at Tourism Toronto.

RICHARD F.D. CORLEY

Richard Corley, Partner, CleanTech, IT, Business and Competition Groups **Blake, Cassels & Graydon LLP**. His practice is focused on the intersection of law and technology.

PARAG GANDHI

Parag Gandhi is Director of Finance and Accounting for **Sleeman Breweries Ltd.** He is responsible for the integrity & efficiency of the financial operations & centralized risk management.

SCOTT HICKEY

Scott Hickey, Vice-President, Strategic Planning and Corporate Communications at **Gamma-Dynacare**, was appointed to this role in 2007, at which time he undertook the creation of the Corporate Communications function.

STEVE KEE

Steve Kee is Director, Media Relations at **Insurance Bureau of Canada**, where he oversees all corporate media activities.

ALAN W. KENNEDY

Alan Kennedy is a founding member of **Gibson Kennedy & Company**, a Toronto-based consultancy offering strategy & research advisory services.

W. IAN PALM

W. Ian Palm is a partner in **McCarthy Tétrault's** Business Law Group in Toronto. His practice focuses on the areas of corporate finance, mergers and acquisitions and private equity.

DAFFYD RODERICK

Daffyd Roderick is Director of Corporate Communications at **Hydro One Networks Inc.**

ROBERT SARNER

Robert Sarnar is the Director of Communication and Public Affairs at **Roots Canada**. He joined Roots in 2004 following an international career in journalism.

ELISABETH SYMONS

Elisabeth Symons is a Partner at **Mann Symons Law Office**. She practises primarily in the information technology law area.

COURSE PROGRAM

HOW TO MANAGE A COMMUNICATIONS BUDGET

The communication budget can be used for the planning, tracking and measuring of your expenditures on communications activities and its impact. 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
- Methods for managing the communication expenditure over a budget year
- Using the communication budget to establish how to achieve communication objectives

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. Many of these 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
- Key elements of communications outsourcing transactions, including possible transfers of assets and personnel
- Choosing the functions to outsource
- Managing risks involved in outsourcing
- Conducting thorough due diligence
- Holding vendors to strict security standards

SUPPLEMENTARY COURSE MATERIAL

Federated Press is now providing delegates with access to an innovative new database containing at least 25 interactive multimedia presentations by leading experts and approximately 20 hours of lectures on the topics covered by this course, including all slides and speakers' papers. See the list of presentations on page 4.

Delegates will also receive a trial subscription to the Communications Channel, a much broader 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



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
- Latest IP law developments and case law
- IP risks in social media advertising and marketing

LEGAL AND CORPORATE GOVERNANCE CHALLENGES IN A SOCIAL MEDIA ERA

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

- New legal challenges of innovative marketing campaigns using social media
- Legal risks associated with social media use
- Drafting effective social media policies for communications & 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
- Emerging legal Issues

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 becomes seen as an 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.

- 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
- Engaging stakeholders in the planning process

MAKING COMMUNICATIONS A BUSINESS-SAVVY PARTNER

Effective support of an organization's leaders is the hallmark of a corporate communications department. 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 organization.

- How corporate communications can support the senior management
- Ensuring corporate communications issues are on the leadership agenda
- What executives want and need from their communication professionals
- Transforming communications considerations from afterthoughts To business drivers

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
- Identifying the communication deliverables from measurement results
- Strengthening the impact of your measures by connecting communication strategies to other departments

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. This session details how to create a performance measurement framework to suit your needs and budget.

- Components of a performance measurement framework
- Ensuring a fit between the framework and organizational goals
- Selecting what should be measured
- Objective monitoring and measurement tools
- Using measurement information to prove value to the organization

SOCIAL MEDIA COMMUNICATIONS: EMERGING LEGAL ISSUES

With the dramatic rise in the use of social media, businesses must be aware of related legal issues and the potential for liability and litigation over its improper use. This session will examine key legal issues, risks and mitigation in relation to current and emerging uses of social media.

- Key legal risks associated with social media use including user generated content issues
- Strategies for addressing those risks
- Social media in the courts
- Types of cases where social media plays a role

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 workshop 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

Your registration includes an interactive multimedia database comprising the following presentations from recent Federated Press courses and conferences. They are presented in their entirety with complete audio or video and accompanying slides. You may also purchase the multimedia proceedings of the course which will be available on CD-ROM 60 days after the course.

Practical Measurement Tools for Communication & Social Media

Tara Knight
Hill & Knowlton

Impact of Communications on Your Organization's Reputation

Scott McCloy
WorkSafeBC

Communication Tools & Trends

Ernie Stapleton
Fundamental Creative Inc.

Developing a Communications Strategy

Howard Oliver
What If What Next™

Ensuring That communications Media Work Together

Louise Slobodian
Knowledge Ontario

Measuring the Effectiveness of Your Communication Strategy

Dan Miles
University of Ontario Institute of Technology (UOIT)

An Integrated Communications Strategy

Doug Hawe
Microsoft Canada

Setting Up An Effective Communications Measurement Framework

John Corry
University of British Columbia

Overcoming Communication Challenges

Mardi J. Walker
Maple Leaf Sports & Entertainment Ltd.

Crisis Management & Communications for Corporate counsel

Brian M. Leck
Toronto Transit Commission

Improving Cross-Functional Communication

Brett Knowles
pm2 - Performance Measurement & Management

Building a Strategic Internal Communications Plan

Dan Donovan
NRG-FX Inc.

Crisis Communications

Joanne John
Natural Resources Canada

The Role of Internal Communications in Crisis Situations

Patricia J. den Boer
den Boer Associates

Social Media in the Communications Mix

Daniel Feeny
National Capital Commission (NCC)

IP Risks in Social Media: Protecting Your Valuable IP and Avoiding IP Infringement

Carol Hitchman
Gardiner Roberts LLP

Social Media and Damage Control: Managing Threats, Maximizing Opportunities

Mike Spear
Genome Alberta

User Generated Content Risks

Lisa R. Lifshitz
Gowling Lafleur Henderson LLP

Privacy Risks: Privacy Infringements and Security Breaches

Alan M. Gahtan
Gahtan Law Office

Protecting Your Brand and Reputation: Damage Control and Risk Mitigation Techniques

Reza Kopaeae
Deloitte

Addressing Risks Associated with Employees' Use of Social Media - Minimizing Risks - More Practical

Sharon Fernandes
Rogers Communications Inc. (Chatr)

Best Practices for Developing & Implementing Social Media Policies

C. Ian Kyer
Fasken Martineau DuMoulin LLP

Minimizing Risks When Advertising and Marketing Via Social Media

Richard F.D. Corley
Blake, Cassels & Graydon LLP

Developing Governance Strategy, Policies and Protocols to Manage Social Media Legal Risks

Giuliana Marinelli
Royal Bank of Canada

Social Media Marketing: Avoiding the Legal Pitfalls

Duncan Card
Bennett Jones LLP

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: Courtyard by Marriott Downtown Toronto 475 Yonge Street Toronto, ON M4Y 1X7

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 January 31, 2013. 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 February 7, 2013

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 Signature : _____
 Payment enclosed: Please invoice. PO Number: _____

REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
 COURSE: \$1975
 COURSE + PROCEEDINGS CD-ROM:
 \$1975 + \$175 = \$2150
 PROCEEDINGS CD-ROM: \$599
 NOTE: Please add 13% HST to all prices.
 Proceedings CD-ROM will be available 60 days
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