

June 7 & 8, 2011 • Marriott Bloor Yorkville Hotel, Toronto

The Canadian Institute's ADVANCED FORUM on

GOVERNMENT RELATIONS & LOBBYING

Learn best practices from seasoned politicians and government officials, including:



The Honourable Bob Rae
Member of Parliament for Toronto-Centre
Liberal Party of Canada



The Honourable Don Boudria, P.C.
Senior Counsellor, Parliamentary Affairs
Hill & Knowlton

Karen E. Shepherd
Federal Commissioner of Lobbying
Office of the Commissioner of Lobbying of Canada



Linda L. Gehrke
Lobbyist Registrar
Office of the Lobbyist Registrar for the City
of Toronto



Lynn Morrison
Integrity Commissioner
Office of the Integrity Commissioner of Ontario



Bradley V. Odsen
Alberta Lobbyists Act Registrar & General Counsel
Office of the Ethics Commissioner

Co-Chairs:



Guy Giorno
Partner, Fasken Martineau DuMoulin LLP



Elizabeth Roscoe
National Practice Leader, Public Affairs
Hill & Knowlton

Gain expert strategies in GR for persuasive, compelling and error-free campaigns through case studies presented by "Top 100" lobbyists to:

- Execute proactive and sustained lobbying efforts: Lessons learned from Potash Corp.; Emerging issues in the proposed TSX / LSE Merger
- Secure government influence and gain public favour by effective collaboration with industry colleagues
- Increase your access to key politicians and government officials by maximizing professional networking
- Tailor your lobbying efforts to suit the dynamics of minority government
- Position your organization to optimize limited government resources

PLUS! Refresh your knowledge of the fundamentals of lobbying at our sunrise seminar to optimize the advanced conference content.

Engage directly with experts from the following leading firms:

Borden Ladner Gervais LLP

Hill & Knowlton

Blumberg Segal LLP

Mental Health Commission
of Canada

Crestview

Rx&D

Ensight Canada Inc.

Stikeman Elliott LLP

Fasken Martineau DuMoulin LLP

Summa Strategies Canada Inc.

Fleishman-Hillard Canada

Tactix Government Relations
and Public Affairs Inc.

Global Public Affairs

Temple Scott Associates Inc.

Gray, Clark, Shih & Associates

Uncover the necessary research, packaging and implementation tools at our post-forum interactive training workshop,

Keys to Constructing Persuasive Grassroots Lobbying Campaigns



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



KNOW WHAT TO SAY, HOW TO SAY IT AND TO WHOM: What you need to know to ensure that your message is advanced vigorously and persuasively straight to the decision-makers.

Attend The Canadian Institute's Advanced Forum on **Government Relations & Lobbying** and secure the keys to successful and re-invigorated lobbying initiatives. Our seasoned speaker faculty of "Top 100" in house and consultant lobbyists will guide you through case studies and hot topics including:

- Lessons from the BHP Billiton and Potash Corporation of Saskatchewan project
- Collaborating with industry colleagues on sensitive issues to reduce the impact of your opponent's message and gain public favour
- Strategic professional networking to build your list of contacts and increase access to government officials
- Optimizing the social media tools at your disposal to package your GR campaign into media-friendly sound bites
- Tailor-made lobbying efforts in the era of minority government
- Positioning your organization to maximize access to limited government resources

PLUS! Don't miss your opportunity to hear proven testimonials from current and former politicians including the **The Honourable Bob Rae** and the **The Honourable Don Boudria, P.C.**

As added benefits, refresh your knowledge of the fundamentals of lobbying to optimize the advanced conference content, and take advantage of our interactive post-forum training workshop **Keys to Constructing Persuasive GrassRoots Lobbying Campaigns**, to gain effective and strategic drafting techniques to build and execute your targeted lobbying initiatives.

Register Now! Secure your place at our Advanced Forum to learn from the experts and stay ahead of your competition by calling **1-877-927-7936**, by fax at **1-877-927-1563** or online at www.CanadianInstitute.com/govrelations.

Meet and Network with:

- "Top 100" In House and Consultant Lobbyists
- Government Relations Advisors
- Senior Executives in Public Affairs, Communications and External Relations
- Public Relations Strategists
- Lawyers in Private Practice
- Government officials
- Federal, Provincial and Municipal Regulators
- Industry specific lobbyists

Sponsorship & Exhibition Opportunities

Maximize your organization's visibility in front of key decision-makers in your target market. For more information, contact Director Business Development Daniel Gellman at **416-927-0718 ext. 7389**, toll-free **1-877-927-0718 ext. 7389** or by email at d.gellman@CanadianInstitute.com

Distinguished Faculty

Co-Chairs

Guy Giorno

Partner, Fasken Martineau DuMoulin LLP

Elizabeth Roscoe

National Practice Leader, Public Affairs

Hill & Knowlton

Speakers

Stephen Andrews

Government Relations Advisor
Borden Ladner Gervais LLP

Mark Blumberg

Partner, Blumberg Segal LLP

The Honourable Don Boudria, P.C.

Senior Counsellor, Parliamentary Affairs
Hill & Knowlton

John Capobianco

SVP & Partner, National Public Affairs Practice Lead
Fleishman-Hillard Canada

Peter Clark

President, Grey, Clark, Shih & Associates

Linda L. Gehrke

Lobbyist Registrar, Office of the Lobbyist Registrar
for the City of Toronto

Lawson Hunter, Q.C.

Partner, Stikeman Elliott LLP

Normand Laberge

Vice President, Regulatory and Scientific Affairs
Rx&D

Jacqueline LaRocque

Managing Director, Ensign Canada Inc.

M. Michelle McLean

Vice President, Public Affairs, Mental Health Commission
of Canada

Don Moors

Senior Vice President, Temple Scott Associates Inc.

Lynn Morrison

Integrity Commissioner, Office of the Integrity Commissioner
of Ontario

Bradley V. Odsen

Alberta Lobbyists Act Registrar & General Counsel
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Timothy A. Powers

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Robert Silver

Partner, Crestview

Jaime Watt

Principal, Ensign Canada Inc.

Alan Young

Co-President, Tactix Government Relations and Public Affairs Inc.

Nicole Foster Woollatt

Vice President, Global Public Affairs

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

DAY ONE: TUESDAY, JUNE 7, 2011

7:30 Registration Opens and Coffee Served ☕

Fundamentals of Lobbying: Sunrise Seminar • 8:00–9:30 am

Seminar Leader

Don Moors

Senior Vice President, Temple Scott Associates Inc.

This introductory session is designed to provide you with a good grasp of the basics, including the key types of lobbying, the governing legislative parameters, as well as the risks associated with poor access and communication strategies. If you are new to the area or just need a refresher, this seminar will provide you with an overview of the essential elements of lobbying. Do not miss this great opportunity to get up to speed on the fundamentals in order to make the most out of the advanced content of the conference!

- Lobbying 101: Proven strategies for successful government relations
- Understanding the key differences in lobbying for funds versus lobbying for change
- Identifying the key players in the lobbying process
- Strategies on maximizing and expanding your contacts list
- Capitalizing on tactics to exert pressure in a timely fashion, and recognizing when you should hold off

Mr. Moors has developed and implemented a number of successful GR campaigns for leading Canadian organizations including MasterCard, the Brewers Association of Canada and Emirates Airline. He has been recognized for three years in a row as one of Canada's Top 100 Lobbyists by the Hill Times.

9:45

Opening Remarks from the Co-Chairs

Guy Giorno

Partner, Fasken Martineau DuMoulin LLP

Elizabeth Roscoe

National Practice Leader, Public Affairs, Hill & Knowlton

10:00

Understanding the Intersection of Government Relations and Social Media: Innovative Strategies to Advance Lobbying Efforts

Elizabeth Roscoe

National Practice Leader, Public Affairs, Hill & Knowlton

M. Michelle McLean

Vice President, Public Affairs

Mental Health Commission of Canada

Communication in the world of GR has moved beyond elementary grassroots movement, towards empowerment of local initiatives and beyond. This session will uncover techniques for launching a proactive multi-platform effort to execute a concise and effective response to negative opposition. Stock your toolbox with proven strategies for using social media at the most crucial stages of your GR process.

- Best practices in communicating with government officials: positioning ideas, building messages and strategic dissemination
- Identifying unique regional communication strategies and understanding the benefits of moving towards national integration
- Optimizing the use of all social media tools at your disposal to build a winning campaign
- Moving beyond catch phrases and sound bites: Figuring out what to say, how to say it and who to say it to
- Increasing your chances of successful access to information and decision-makers

11:00

Managing Campaigns Targeted at Investment Canada: The New Lightning Rod for Debate in Ottawa

Lawson A. W. Hunter, Q.C.

Counsel, Stikeman Elliott LLP

Mr. Hunter is one of Canada's pre-eminent regulatory and government relations counsel, and head of the Competition/Antitrust Group at Stikeman Elliott LLP's Ottawa office. He draws on a wide range of experience, which includes having served as executive vice-president and chief corporate officer of Bell Canada and BCE Inc.

Jaime Watt

Principal, Ensight Canada

Mr. Watt has been featured on a number of CBC programs including The National: At Issue, Canada's most-watched political panel, and Power & Politics, where he discussed the political impact and fallout from Potash.

- Neutralizing Risks and Lessons Learned: Case Studies
 - BHP Billiton Ltd. and the Potash Corporation of Saskatchewan
 - Proposed TSX / LSE merger
- Launching proactive and directed communications campaigns and sustaining pressure in the face of multi-pronged resistance
- Establishing a presence in the market through public outreach on a federal level without marginalizing provincial interests
- Rolling out a lobbying blitz for damage control to repair reputations and distance your company from a negative decision
- Adjusting tactics to address increased foreign capital in Canada, including State Owned Enterprises

12:00

Networking Luncheon for Delegates and Speakers



12:45

Increasing Transparency in Lobbying to Gain Influence in Government and Public Trust: Luncheon Presentation

The Honourable Bob Rae

Member of Parliament for Toronto-Centre
Liberal Party of Canada

The recent legislative changes have contributed to making lobbying in Canada a more open and transparent process. Not only is transparency necessary to ensure compliance with the law, but it can be a determinative factor in the success of your individual government relations initiatives. Learn from the experience of the Hon. Bob Rae, and secure the building blocks for transparent, compliant and successful lobbying.

Take advantage of this unique opportunity to submit your questions in advance to govtrelations@CanadianInstitute.com and get clarity on your concerns with transparency in lobbying directly from the Hon. Bob Rae.

1:15

Update on Crucial New Legislative Amendments and Implementation Protocols: Panel Discussion with the Regulators

Karen E. Shepherd

Federal Commissioner of Lobbying
Office of the Commissioner of Lobbying of Canada

Lynn Morrison

Integrity Commissioner
Office of the Integrity Commissioner of Ontario

Bradley V. Odsen, B.A., J.D., Q.C.

Alberta Lobbyists Act Registrar & General Counsel
to the Ethics Commissioner
Office of the Ethics Commissioner of Alberta

Linda L. Gehrke

Lobbyist Registrar for the City of Toronto

Recent changes have been implemented to the federal and provincial lobbying legislative frameworks. This session will provide an overview of the role of the administrators of lobbying legislation in four jurisdictions, and will highlight key emerging issues and recent changes.

- Increasing the efficiency of your lobbying efforts by understanding the roles of the federal commissioner and provincial/municipal lobbyist registrars
- Identifying reporting requirements and finding practical solutions to reduce your risk of exposure to administrative enforcement tools and prosecution
- Key emerging issues for lobbyists registries at the federal level, in Ontario, Alberta and the City of Toronto

2:15

Building Alliances with Government Officials: Reaping the Rewards of Networking

Normand Laberge

Vice President, Regulatory and Scientific Affairs, Rx&D

John Capobianco

Senior VP, Partner & National Practice Lead for Public Affairs, Fleishman Hillard

Your chances of success on any given GR initiative increase significantly by working collaboratively with industry colleagues. This session will provide you with the tools required to move your individual agenda to the front of the line by advancing industry-wide issues and concerns. You will learn effective strategies for government outreach and government advocacy that easily translate into results.

- Understanding the unique characteristics of core divisions of government versus broader corporate entities
- Overcoming common mistakes made in approaching government officials to increase your chances of successful access
- Strategic social networking to construct alliances from the ground up and build a strong foundation
- Gaining proven techniques in identifying and securing your coalition of allies to help advance your agenda and close the deal
- Instituting appropriate protocols on educating government officials and increasing the groundswell of public approval to improve your public image and get results

3:15

Networking Refreshment Break

3:30

Painting a Positive Image of Lobbying to Advance the Profession

Stephen Andrews

Government Relations Advisor, Borden Ladner Gervais LLP

Alan Young

Co-President, Tactix Government Relations and Public Affairs Inc.

Is government more inclined to listen to good corporate citizens with stellar public images? This session will deliver advocacy techniques used to project a positive image and reinforce the correlation between respected professionals and successful projects. You will learn the benefits of building goodwill and how to translate it into maintaining a positive business image and advancing your cause.

- Pinpointing specific advocacy strategies to promote lobbying as the best value added contribution to policy development that it can be
- How improving your image can result in increased market share
- Dispelling the myths surrounding backroom lobbying and grassroots lobbying efforts for strategic and focused development of your GR initiatives
- How to construct and maintain a positive business reputation, and how to maximize professional development

4:30

Benchmarking the Performance of Your Lobbying Initiatives

Timothy A. Powers

Vice President, Communications
Summa Strategies Canada Inc.

Jacqueline LaRocque

Managing Director, Ensign Canada

The campaign is over, and now what? By understanding the processes of flourishing lobbying organizations, you can grow and mould internal programs to achieve success and most importantly, showcase those successes to your client. Learn how top organizations set measurable real-world goals, establish baselines and measure improvement.

- Identifying the capacity of your organization to execute an engagement, and recognizing deficiencies at an early stage
- Starting at the beginning: How grooming in house talent positions your organization for measurable and sustained future success
- Guidelines for monitoring the lobby climate to determine when and how to implement new endeavours
- Designing a system of measurement taking into account firm size, profitability and market share
- Establishing realistic goals and guideposts for revisiting mission statements

5:30

Co-Chair's Closing Remarks – Day 1 Adjourns

DAY TWO: WEDNESDAY, JUNE 8, 2011

8:00 Registration Opens and Coffee Served 

8:45 Opening Remarks from the Co-Chairs

9:00 Lobbying on the Right Side of the Law: Top Trends in Regulation of GR in Canada

Guy Giorno

Partner, Fasken Martineau DuMoulin LLP

This session will zero in on the major trends and developments in the laws that regulate lobbying — rules that you cannot afford to ignore. Learn how to remain legally compliant and on the right side of the rules while executing your lobbying and GR efforts.

- Learning to comply with increasingly complex regulation of the GR industry
- Understanding the rules that govern political activity by lobbyists
- The impact of Ontario's new accountability reforms, including the effects on the broad public sector and on interaction with hydro companies
- Playing by the rules that govern grass-roots advocacy by business
- Making sense of overlapping provincial and federal compliance requirements

10:00

Charities and Lobbying: Ensuring the Sector's Views are Heard on Funding and Policy

Mark Blumberg

Partner, Blumberg Segal LLP

Canadian charities are increasingly engaging in the political process, and receive approximately 2/3 of their annual revenues of \$180 billion from government. The unique experiences, insights, networks, connections and credibility of charities are often sought out by policy makers. This session will provide you with an overview of crucial recent developments that both expand and restrict the ability of Canadian charities to conduct political activities and lobby.

- Understanding the unique rules for charities:
 - How lobbyist registration affects charities
 - Restrictions from the Ontario government on affiliations with those involved in political activity
 - Guidelines from the CRA on charities and political activities
 - Public disclosure requirements
- Guidelines for successful lobbying initiatives, including recent charity sector lobbying on Bill C-470 dealing with compensation caps and transparency
- Identifying the top spending charities and their unique results-oriented characteristics
- How to position charities for positive engagement in political activities?

10:45 Networking Refreshment Break

11:00 Using Private Member's Bills to Advance Your Cause

The Honourable Don Boudria, P.C.

Senior Counsellor, Parliamentary Affairs, Hill & Knowlton
Private Members' Bills can be an effective tool to advance your cause straight to the decision-makers. The Hon. Don Boudria developed a keen expertise in this area through his many years of political experience with the Liberal Party. He held many key posts including Chair of the Liberal Caucus Committee on Government Operations, Liberal Deputy House Leader (Committees) and Chief Whip, as well as several opposition critic portfolios and key portfolios while in Cabinet. Learn directly from the expert on how to execute forceful and results-oriented lobbying initiatives through the often under-utilized private member's bill with unprecedented results for your clients.

11:30 Effective Committee Presentations for Taking Your Message to the Hill

Nicole Foster Woollatt

Vice President, Global Public Affairs

Before joining Global Public Affairs, Ms. Woollatt gained significant political experience in a number of roles on Parliament Hill. She has been active in numerous political campaigns and events and is Vice President on the Board of the Government Relations Institute of Canada.

Much of the real work of Parliament takes place in committee. But are your committee visits hitting the mark? The House of Commons and Senate standing committees make headlines, dissect legislation and target key issues. For witnesses, this is the place to make your case. Doing it right requires perfecting the message, positioning and avoiding common missteps. This session will provide insight into making parliamentary committee presentations a potent part of your GR arsenal.

12:00 Global Advocacy: Multi-Jurisdictional and International Lobbying Strategies to Promote Trade and Policy Advancement

Robert Silver

Partner, Crestview

Collective lobbying efforts are increasingly necessary for today's business to strategically advance trade interests while breaking free from the shackles of government intervention and regulation, and ultimately shaping the risks to your benefit. This session will enable you to cultivate your personalized and effective advocacy strategies for successful lobbying initiatives. Learn to neutralize the opposition through pre-emptive action while gaining widespread support for sensitive and contentious proposals.

- Understanding the complementary dynamics of international trade lobbying and lobbying for policy change
- Seeing the strength in numbers: Mobilizing your provincial and international counterparts to increase your voice in Ottawa
- Maximizing behind-the-scenes lobbying efforts to get your position included during policy shifts

- Forging media relationships to positively convey your message on a domestic and international platform
- Making inroads with foreign governments to protect against discriminatory treatment of key sectors and unfavourable initiatives at home

12:45 Co-Chair's Closing Remarks – Conference Concludes

POST-FORUM WORKSHOP • JUNE 8, 2011 • 2:00–5:00 pm

Keys to Constructing Persuasive Grassroots Lobbying Campaigns

Workshop Leader

Peter Clark

President, Grey, Clark, Shih and Associates

Don't underestimate the ability of everyday citizens to influence policy and legislation. This in-depth, practical, and comprehensive module will provide the framework for researching, packaging and implementing an innovative and successful grassroots campaign. Learn in an interactive format how to increase your productivity by mobilizing the grassroots. You will return to the field with an expanded portfolio of lobbying strategies necessary to gain widespread support for your projects and advance your interests. Topics covered include:

- Best practices in grassroots lobbying initiatives:
 - Overview of the key grassroots lobbying methods
 - Knowing your target market
 - Collaborating with colleagues in the early stages as a sounding board
 - Enabling constituents with information and access strategies
- Monitoring your campaigns as they unfold to determine effectiveness
- Controlling online lobbying: When can social media platforms give you the winning edge, and when can they cause irreparable harm?
- Making the most of Lobby Day on Parliament Hill

Mr. Clark has an extensive practice as a registered lobbyist, with a focus on regulated industries and services. He is also a frequent media commentator and public speaker on international economic relations and appears regularly before Parliamentary Committees.

 This program can be applied towards 2 of the 12 hours of annual Continuing Professional Development (CPD) required by the **Law Society of Upper Canada**. Please note that these CPD hours are not accredited for the New Member Requirement.

This program has been approved by the **Law Society of Saskatchewan** for 2 CPD hours for the conference.

The same number of hours may be applied toward your continuing legal education requirements in **British Columbia**.

The **Barreau du Quebec** automatically recognizes the same number of hours for this training activity, the latter having been accredited by another Law Society subject to MCLE.

Attendance at this program by members of the **Law Society of Alberta** may be submitted to the Law Society for Continuing Professional Development credits.



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<input type="checkbox"/> Program + Workshop	\$2290 + 13% HST	\$2490 + 13% HST	\$2690 + 13% HST
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Program participants will receive a CD-ROM of the program materials as part of their registration fee
 Please add a copy of the *Program Proceedings (BINDER) to my order for \$195 + \$21.95 (S&H) + applicable taxes
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Top Reasons to Attend

- ✓ Gain insights from seasoned lobbyists for persuasive lobbying initiatives
- ✓ Collaborate with industry colleagues to strategically advance your message
- ✓ Position your organization to maximize limited resources under a minority government

5 EASY WAYS TO REGISTER



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ADMINISTRATIVE DETAILS

VENUE: Marriott Bloor Yorkville

ADDRESS: 90 Bloor Street East, Toronto, ON

TEL.: 416-961-8000

Hotel Reservations

For information on hotel room availability and reservations, please contact Marriott Bloor Yorkville at 1-800-859-7180. When making your reservation, please ask for "The Canadian Institute's Preferred Corporate Rate".

Registration Fee

The fee includes the program, all program materials, continental breakfasts, lunches and refreshments.

Program Materials

Program participants will receive a comprehensive set of program materials prepared by the speakers. If you have paid and are unable to attend, these will be shipped to you upon request only. Request must be received within 30 days upon conclusion of the program.

Payment Policy

Payment must be received in full by the program date to ensure admittance. All discounts will be applied to the Program Only fee (excluding add-ons), cannot be combined with any other offer, and must be paid in full at time of order. Group discounts available to individuals employed by the same organization. **Groups of 4 will be invoiced individually at 25% off the available rate at the time of registration. For groups of 5 or more please call 1-877-927-7936 for additional discounts.**

Cancellation and Refund Policy

You must notify us by email at least 48 hrs in advance if you wish to send a substitute participant. Delegates may not "share" a pass between multiple attendees without prior authorization. If you are unable to find a substitute, please notify The Canadian Institute in writing no later than 10 days prior to the program date and a credit voucher will be issued to you for the full amount paid. Credit Vouchers are valid for 1 year and are redeemable against any other program by The Canadian Institute. If you prefer, you may request a refund of fees paid less a 25% service charge. No credits or refunds will be given for cancellations received after 10 days prior to the program date. The Canadian Institute reserves the right to cancel any program 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.

STEP 1

STEP 2

STEP 3