

Course Leader
Linda Bilben,
Reputations



Course Leader
Chris Morrison,
MediaMiser



Jeanine Bratina,
District of North
Vancouver



John Corry,
UBC College for
Interdisciplinary
Studies



Tara Knight,
Hill & Knowlton



Shannon Walker,
WhistleBlower
Security



as well as:

Rhylin Bailie,
Southern Arc
Minerals

Christopher
Bennett,
Best Buy Ltd.

Nicole Gavac,
TELUS Custom-
er Solutions

Steven Lin,
2Q Creations
Corp.

Scott McCloy,
WorkSafeBC

David McGrath,
Vector Aero-
space Corpora-
tion

Sarah Stephen,
CA School of
Business

George Moen,
Blenz Coffee

October 24 & 25, 2011, Vancouver

Two-Day Event!

Best practices for managing and measuring communication efforts

14th Communications Performance Measurement

Expert insight to ensure your communication strategies measure up

Workshop Included: Approaches to Media Tracking and Measurement

course highlights

- Understanding the measurement framework
- Ensuring a successful communications audit
- Using media relations ratings points
- Measuring the impact of social media
- Measuring stakeholder and employee communication strategies
- Improving your change communication strategy
- Coaching and assessing managers on their communication role

participating organizations

2Q Creations Corp.	Reputations
Best Buy Ltd.	Southern Arc Minerals
Blenz Coffee	TELUS Customer Solutions
CA School of Business	UBC College for Interdisciplinary Studies
District of North Vancouver	Vector Aerospace Corporation
Hill & Knowlton	WhistleBlower Security
MediaMiser	WorkSafeBC

who should attend

Professionals in Corporate Communications, Corporate Affairs, Corporate Relations, Public Affairs, Public & Media Relations, Internal & Employee Communications, External Communications, Community Relations

"Excellent facilitators and many very good insights."

"The conference provided a good sampling of metrics and approaches."

"Very interesting and focused on core elements."

"Very engaging speakers. Very useable ideas."

FACULTY

COURSE LEADERS

LINDA BILBEN

Linda Bilben is a Partner & Creative Director of **Reputations**. She is a marketing and reputation management strategist with more than 20 years experience.

CHRIS MORRISON

As a founder and President of **MediaMiser**, Chris Morrison continues to help shape the media analysis software platform, based on his extensive communications experience with both private and public organizations.

CHRISTOPHER BENNETT

Christopher Bennett is Director of Corporate Communications for **Best Buy Ltd.**

JOHN CORRY

John Corry works as Communications Manager at the **University of BC's College for Interdisciplinary Studies**, and his work there was recently honoured with the 2011 IABC Bronze Quill Award for Communications Excellence (Marketing Communications).

NICOLE GAVAC

Nicole Gavac is Senior Communications Manager for **TELUS Customer Solutions**.

TARA KNIGHT

Tara Knight is a Senior Consultant with **Hill & Knowlton**. Based in the Vancouver office, Tara is a part of H&K's Corporate Communications, Corporate Social Responsibility and Digital Communications teams.

STEVEN LIN

Steven Lin is President of **2Q Creations Corp.**

SCOTT MCCLOY

Scott McCloy is Director, Communications at **WorkSafeBC**.

DAVID MCGRATH

David McGrath is Director of Marketing & Communications at **Vector Aerospace Corporation**.

SARAH STEPHEN

Sarah Stephen is communications manager at the **CA School of Business**, responsible for developing and delivering a communications strategy for the pre-qualification education program for chartered accountants in Western Canada.

SHANNON WALKER

Shannon Walker is President and CEO of **WhistleBlower Security**, a firm which offers confidential ethic hotline services.

GEORGE MOEN

George Moen is President of **Blenz Coffee**.

CO-LECTURERS

RHYLIN BAILIE

Rhilyn Bailie is President, Communications & Investor Relations for **Southern Arc Minerals**.

JEANINE BRATINA

Jeanine Bratina has managed communications for the **District of North Vancouver** for the past 12 years.

COURSE PROGRAM

CREATING AN EFFECTIVE COMMUNICATIONS MEASUREMENT FRAMEWORK

Communication deliverables, outputs and objectives are different animals, but all three make up the communications measurement framework. This session details how to create a performance measurement framework to suit your needs and your budget.

- The components of a performance measurement framework
- Clarifying deliverables, outputs and objectives
- Selecting what should be measured, how, when and why it is important
- Making your measures fit your budget: cost and time-efficient methodologies

GETTING VALUE FOR MONEY

Organizations with small communications teams and even smaller budgets can deliver high-impact, low-cost communications programs. This session will highlight how a few people with the right focus can develop effective communications strategies.

- The challenge of small communications teams and budgets
- Delivering high-impact, low-cost communications programs
- How the right focus can develop effective communications strategies

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



MEASURING INTERNAL COMMUNICATIONS

In order to facilitate internal communications continuous improvement, this session will discuss a number of methods that measure employee engagement, satisfaction and alignment with the organization's vision, values and strategic goals.

- Aligning internal communications with strategic business goals
- Understanding influence patterns among audiences
- Adjusting measurements as your internal audience changes

MEASURING THE IMPACT OF SOCIAL MEDIA

One of the ongoing challenges for organizations is the ability to effectively communicate with a diverse audience. This session will take a close look at the best methods for measuring the effectiveness of social media strategies. Effective measurement is critical for this communications medium, one that has rapidly evolved from a fad to a mainstream business communications tool.

- Identifying the components of social media communications measurement
- Measuring the total picture: opinion, attitude
- Evaluating the ROI of social media communications

IMPACT OF COMMUNICATIONS ON YOUR ORGANIZATION'S REPUTATION

If the global recession reminded business leaders of anything, it is the realization of how valuable and vulnerable their reputations really are. Earning the trust and loyalty of customers, employees and investors is a distinct competitive advantage. Participants will learn and discuss how their organizations can effectively:

- Understand key reputation management principles and measures
- Integrate communications into risk management processes
- Play a more strategic role with executives

MEASURING THE ABILITY OF MANAGEMENT TO COMMUNICATE EFFECTIVELY

Employees often turn to their managers and supervisors for important messages about their company. But how do you know these managers are communicating effectively with employees and transmitting the information you need your staff to know? This discussion details how to eliminate the inefficiencies of communicating by applying effective strategies for managers and messages.

- Building open and supportive communication climates
- Ensuring managers at all levels understand their communication role and are competent at performing it
- Creating communication profiles for individual managers

OBTAINING BUY-IN FROM SENIOR MANAGEMENT

When establishing a communications measurement process, its impact on the bottom line and value-add to the organization must be demonstrated in order to get senior management's endorsement. How do you deliver your message to increase awareness and to overcome the most common measurement myths, misconceptions and barriers to adoption? This discussion will provide useful instruction on how to gain management buy-in.

- Understanding that measurement will show the bad, not just the good
- Accommodating, disentangling, reversing legacy measurement methods and momentum
- Addressing misconceptions to do with cost, time, internal expertise
- Addressing the reality that the benefits of measurement are long-term while the demand for results is short-term

DEVELOPING A RESULTS-ORIENTED COMMUNICATIONS AUDIT

Conducting a powerful and efficient communications audit requires an assessment of tools, personnel, technology and capabilities. It also requires an identification of and alignment with reputation. During this session you will learn how to evaluate the effectiveness of your communications program.

- Reviewing & measuring the effectiveness of existing communications processes
- Areas for review & analysis: defining the process for measuring outcomes
- How evaluations should account for different messages for different audiences
- Identifying actionable issues and areas for improvement
- Feedback mechanisms to integrate the strategic communications plan and strategic business plan
- Creating strategic reputation alignment

PRACTICAL MEASUREMENT TOOLS FOR COMMUNICATION & SOCIAL MEDIA

How do you measure the results of your communications program? Monitoring and measuring tools allow you to better understand how your communications reach the audiences that are important to you, and where your messages are being picked up. In this presentation, you will gain a better understanding of how measurement tools can help determine the effectiveness of your communications, tracking mentions and topic conversations, learn who is influencing an issue and which conversations are important to participate in or respond to. With so many different metrics, measuring tools and measurement scales, how do you know which tools/processes will meet your objectives? This session will provide insight into practical measurement tools for communication practices that can be implemented in your organization, such as:

- Using the media relations rating points (MRP) system
- Tracking tools to monitor key messages and mentions
- Monitoring tools and content analysis, and measuring concepts like sentiment and influencers
- Decision criteria in choosing which metrics or measurement tool(s) to use for your particular needs

WORKSHOP

APPROACHES TO MEDIA TRACKING AND MEASUREMENT

A consistent approach to media is essential to ensure that the flow of information is open and organized in both directions, making media tracking and analysis, which highlights the effectiveness of your communications plans, media strategies and PR campaigns, essential. This session will look at how to use media tracking and analysis to fine-tune your plans and respond to emerging issues and crises.

- Tracking media interaction
- Tracking tools that assist this approach
- A consistent approach to data collection
- Beyond media tracking and analysis: building a library of media interaction and clippings that may be instantly retrieved

MULTIMEDIA PRESENTATION

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.

Developing a Results-Oriented Communications Audit

Ralph Beslin,
Beslin Communication Group Inc.

Assessing the Value and Measuring the Benefits of an Intranet

Julian Mills,
Prescient Digital Media

Measuring the Performance of Media Relations

Betty Alexander, *Xposure PR Inc.*

Online Metrics for Communicators

Jennifer Evans,
Sequentia Environics

Approaches to Media Analysis and Tracking

Chris Morrison, *MediaMiser Ltd.*

Measuring Effectiveness in a Crisis Situation & Media Relations Case Study: SARS at the Scarborough Hospital

Betty Alexander,
Xposure PR Inc.

Using Media Relations Ratings Points to Score Editorial Coverage

Ellen Leesti,
APEX Public Relations Inc.

Gauging Employee Perceptions, Engagement, Alignment and Satisfaction

Sandy Richardson,
Strategy Focused Business Solutions Inc.

Obtaining Buy-In from Senior Management

Jon Hamilton,
Petro-Canada

Measuring the Ability of Management to Communicate Effectively

Marianne Gobeil,
Leading Communicators Inc.

Changing the Communication Process Through Measurement Results

Brenda Sweeney,
Kennedy Jones & Sweeney Inc.

Evaluating External Communications and Public Relations

Andrew Laing,
Cormex Research

Setting Up an Effective Communications Measurement Program

Betty Alexander,
Xposure PR Inc.

Evaluating Internal Communication

Stephanie Thornbury,
Hudson's Bay Company

Case Study: Using Metrics to Assess Brand Value at Allstream

Angie Specic,
MTS Allstream Inc.

How to Supply a Meaningful Dashboard to Your Business

Judy Holcomb-Williams,
Trillium Health Care Products Inc.

Impact of Communications on Organizational Reputation

Heath Applebaum,
Echo Communications

Assessing Transition & Change Communications

Brigette Kocijancic,
IABC/Toronto

Measuring the Impact of Social Media

Carmine Porco,
Prescient Digital Media

Web Site Metrics for Communicators: Developing a Results-Oriented Communications Audit

Linda Andross,
APEC Public Relations Inc.

Approaches to Media Tracking

Pragya Dubey,
MediaMiser Ltd.

The Communication ROI Study: Getting Value for Money

Kathryn Yates,
Towers Watson

Using Media Relations Ratings Points

Tracey Bochner,
Paradigm Public Relations

Gauging Employee Engagement: Measuring Internal Communications

Sandy Richardson,
JERichardson (a division of Strategy Focused Business Solutions Inc.)

Measuring Socially Generated Media

Alan Chumley,
Hill & Knowlton Canada

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: Metropolitan Hotel Vancouver, 645 Howe Street, Vancouver, BC, V6C 2Y9

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 October 11, 2011. 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 October 17, 2011

Phone: 1-800-363-0722

Toronto: (416) 665-6868

Fax: (416) 665-7733

TO REGISTER FOR COMMUNICATIONS PERFORMANCE MEASUREMENT

Name _____
Title _____ Department _____
Approving Manager Name _____
Approving Manager Title _____
Organization _____
Address _____
City _____ Province _____ Postal Code _____
Telephone _____ Fax _____ e-mail _____
Please bill my credit card: AMEX VISA Mastercard
_____ Expiration date: ____ / ____
Signature : _____
Payment enclosed: Please invoice. PO Number: _____

WHEN CALLING, PLEASE MENTION PRIORITY CODE:

MAIL COMPLETED FORM WITH PAYMENT TO:
Federated Press P.O. Box 4005, Station "A"
Toronto, Ontario M5W 2Z8

CPMV1110/E

REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
COURSE: \$1975
COURSE + PROCEEDINGS CD-ROM:
\$1975 + \$175 = \$2150
PROCEEDINGS CD-ROM: \$599
NOTE: Please add 12% HST to all prices.
Proceedings CD-ROM will be available 60 days
after the course takes place
Enclose your cheque payable to
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For additional delegates please duplicate this form
and follow the normal registration process