

13th Audience Reach Measurement

Expert insight to ensure your communication strategies measure up



participating organizations

Aditya Birla Minacs Worldwide
APEX Public Relations
The City of Toronto
Porter Novelli Canada
Prescient Digital Media Ltd.
RBC Dexia

who should attend

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

course highlights

- Understanding the measurement framework
- Getting management approval and support
- Ensuring a successful communications audit
- Using Media Relations Ratings Points
- Measuring stakeholder and employee communication strategies
- Increasing results through intranet and web site evaluation
- Improving your change communication strategy
- Coaching and assessing managers on their communication role



Course Leader
Alan Chumley



Linda Andross,
APEX Public
Relations



Maria
Antonopolous,
Porter Novelli
Canada



Paulina
Callaghan,
Aditya Birla
Minacs
Worldwide



Brigette
Kocijancic,
RBC Dexia



Carmine Porco,
Prescient
Digital Media
Ltd.

as well as:
Kevin Sack,
The City of
Toronto

FACULTY

COURSE LEADER

ALAN CHUMLEY

Alan's previous positions have included the Director of Communications Research at Leger Marketing, Director of Measurement at Hill and Knowlton Canada, and VP at Cormex Research. Before transitioning to the research and measurement side of the communication industry, he held increasingly senior positions in client-side corporate communications at organizations such as Bell Canada and ING. He teaches communications measurement at Ryerson and is a Special Advisor to the Canadian Public Relations Society's Measurement Committee.

MARIA ANTONOPOULOS

Maria Antonopoulos of Porter Novelli Canada has more than 14 years of experience in the Canadian public relations field. As Vice President, she oversees the strategic planning and management of communications campaigns for clients in the consumer packaged goods, food, lifestyle, travel and not-for-profit sectors. She has served on the CPRS' measurement committee since 2005 and believes in a business-centred approach to PR program development.

services institutions such as Scotiabank, Intesa Bank Canada and the Canadian Bankers Association. As Head of Communications at RBC Dexia, she oversees a global team based in Toronto, London and Luxembourg responsible for the overall strategic direction and management of the organization's internal and external communications worldwide.

CARMINE PORCO

Carmine Porco is General Manager and Vice President of Prescient Digital Media Ltd. and has over 18 years of experience in the areas of Internet consulting, IT management and software development. His strengths include employee self-service, content management, e-learning, customer care and Internet commerce primarily in the financial, government, health, energy and retail sectors.

KEVIN SACK

Kevin Sack is Director of Toronto's strategic communications division, which aims to ensure that the public, employees, media, national and international audiences have a clear understanding of the City of Toronto's policies, priorities and programs. He also assists the mayor, members of council and City divisions in informing the public about City programs, services and emerging issues of interest, and works to encourage civic participation in municipal government.

CO-LECTURERS

LINDA ANDROSS

EVP for the corporate/technology practice at APEX PR, Linda Andross has more than 15 years experience in public relations. Responsible for relationships with a multitude of diverse senior-level clients, her expertise encompasses such areas as marketing communications programs, media relations and internal communications. Clients include the Ministry of Natural Resources, Nintendo of Canada, RSA Canada, Samsung Electronics Canada, George Brown College and UPS Canada.

PAULINA CALLAGHAN

Paulina Callaghan, Manager of Corporate Communications, is Aditya Birla Minacs's senior communications advisor, overseeing various internal and external relations and programs. From building and enhancing communication tools to developing strategic and crisis communications plans, her experience is diverse and in-depth. Her background includes working in both private and public sector environments managing the corporate communications function for globally dispersed, culturally diverse audiences.

BRIGETTE KOCIJANCIC

Brigette Kocijancic has 15 years experience in change management communications, public relations and public affairs with financial

COURSE PROGRAM

FRAMEWORK FOR COMMUNICATIONS RESEARCH & MEASUREMENT

Designing a customized communications framework for communications research & measurement that is specific to your organization is a critical first step before you turn your attention to what specific measurement tools you will use. This discussion will detail how to create a framework that is practical, flexible and suits your organization's scope, scale and budget.

- Identifying the basic components of a communications measurement framework
- Creating a flexible and sustainable design
- Ensuring a fit between the framework and organizational goals
- Selecting what should be measured, how and when
- Finding and using methodologies that are cost and time-efficient

OBTAINING BUY-IN FROM SENIOR MANAGEMENT

When establishing a communications measurement process, its impact on the bottom line and add value 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 internal communications program requires a thorough assessment of tools, personnel, technology and capabilities. During this session you will learn how to audit and evaluate the effectiveness of your communications program.

- Reviewing and measuring the effectiveness of your existing communications processes and procedures to identify where improvements can be made
- What a communication audit can and cannot do
- Key areas for review and analysis
- Role identification: who is involved and what they do to ensure a successful audit
- Steps in the audit process
- Communicating the results to internal stakeholders and outside suppliers
- Using the audit to raise the profile of internal communications

USING MEDIA RELATIONS RATINGS TO SCORE EDITORIAL COVERAGE

How do you determine your audience reach? The Media Relations Ratings Points standard is broadly used in Canada to evaluate and report editorial media coverage. This presentation will highlight how the MRP standard works and then it will take you through the steps for utilizing this tool to evaluate your media coverage and return on investment.

- Understanding the MRP standard value proposition
- Establishing the criteria that will be used to evaluate your media coverage
- Evaluating your media coverage, tone and criteria
- Reading MRP scores
- Understanding what to do once you have MRP data

MEASURING STAKEHOLDER ENGAGEMENT CAMPAIGNS

Communications campaigns have increasingly gone well beyond media relations and toward the goal of directly engaging key opinion leaders and stakeholders. Yet, despite the great amount of time and money spent on efforts to build relationships with stakeholders, advocacy groups, lobbyists and governments, measuring effectiveness traditionally has been largely qualitative and binary. This session will examine a number of methods to more substantially measure your stakeholder engagement campaigns.

- Measuring the quality of stakeholder relationships
- Developing a rigorous, data-driven approach to understanding and managing engagement campaigns
- Ensuring that the necessary tracking systems are in place
- Types of information to capture
- Tracking and mapping the interrelationships and interconnectedness of stakeholder voices

GAUGING EMPLOYEE PERCEPTIONS, ENGAGEMENT & SATISFACTION

Communications are a crucial part of organizational branding in employee engagement and talent retention. Delivered effectively, internal communications can increase overall employee satisfaction, generate support the organization's values and strategy, increase trust in leadership and turn employees into the organization's most visibly vocal ambassadors. This session will address methods to measure employee satisfaction and engagement.

- Finding the link between effective communication and overall engagement and retention
- Improving employee engagement using a communications audit
- Identifying areas of strength and those that need improvement
- Developing an action plan following the post-audit evaluation

MANAGING & MEASURING INTRANET CONTENT

Employees are often overwhelmed with electronic messages regarding corporate programs, diverse improvement initiatives and strategic management issues. How do you ensure that your intranet provides content that enhances your employees' abilities to successfully do their job? This discussion details how to provide active, insightful intranet content management and measurement to improve business results.

- Aligning content objectives with business objectives
- Using knowledge asset inventories and maps for gap analysis
- Placing value on content effectiveness
- Evaluating and inciting culture for knowledge sharing
- Setting up metrics and baselines for continuous measurement

WEB SITE METRICS FOR COMMUNICATORS

Getting a web site up and running is not an end in itself. Measuring the site's marketing and communication performance, though often seen as a group of disjointed tasks, is key to its success. This session will look at ways to measure and improve your web site marketing and communications effort.

- How to determine the cost-effectiveness of providing online services
- Assessing shopping cart abandonment rates and average sales values
- Conversion rates analysis: placing an order, signing up for your newsletter
- Measuring success through search engine results
- Understanding your visitors

ASSESSING TRANSITION & CHANGE COMMUNICATIONS

Communications play a key role in managing the pervasive changes sweeping through all companies and industries. One of the many challenges is to find a proper balance between the information needs of the stakeholders and the timing and content of what can be communicated. This session will discuss how to gauge the timeliness and effectiveness of your change management communications to avoid the gaps that can have costly consequences.

- How to know if employees understand changes to your organization and its future goals
- Adjusting measurements as your internal audience changes (ie. growing workforce, new responsibilities, different educational background)
- Determining if your change communication is getting to employees fast enough
- Using measurement results to revise and improve your internal change communication strategy

MEASURING THE ABILITY OF MANAGEMENT TO COMMUNICATE EFFECTIVELY

How can you determine the effectiveness of front-line management communications? Employees rely on their immediate their managers and supervisors to transmit company messages and needed information, so this discussion details effective strategies on how to measure the effectiveness of management communications and eliminate communication inefficiencies.

- Building an open and supportive communication climate
- Ensuring managers at all levels understand their communication role
- Measuring the effectiveness of your entire communication team on an ongoing basis
- Creating communication profiles for individual managers
- Increasing management communication competency

MULTIMEDIA PRESENTATIONS

Register for Audience Reach Measurement and we will give you free of charge a CD-ROM comprising the following virtual presentations from recent Federated Press courses and conferences. Presented in their entirety with complete audio and accompanying PowerPoint slides totaling 619 minutes of expert learning, these presentations are an added bonus to this year's course. Bear in mind that these presenters are not necessarily those that you will see and hear at this year's course.

Assessing the Value and Measuring the Benefits of an Intranet

Julian Mills,
Prescient Digital Media
Time: 41 Slides: 25

Using media relations ratings points to score editorial coverage

Ellen Leesti,
APEX Public Relations Inc.
Time: 35 Slides: 28

Evaluating external communications and public relations

Andrew Laing,
Cormex Research
Time: 25

Measuring the Performance of Media Relations

Betty Alexander,
Xposure PR Inc.
Time: 48 Slides: 21

Gauging Employee Perceptions, Engagement, Alignment and Satisfaction

Sandy Richardson,
Strategy Focused Business Solutions Inc.
Time: 49 Slides: 36

Setting Up an Effective Communications Measurement Program

Betty Alexander,
Xposure PR Inc.
Time: 66

Online Metrics for Communicators

Jennifer Evans,
Sequentia Environics
Time: 76 Slides: 32

Obtaining Buy-In from Senior Management

Jon Hamilton,
Petro-Canada
Time: 41 Slides: 12

Evaluating Internal Communication

Stephanie Thornbury,
Hudson's Bay Company
Time: 55

Approaches to media analysis and tracking

Chris Morrison,
MediaMiser Ltd.
Time: 46 Slides: 22

Changing the Communication Process Through Measurement Results

Brenda Sweeney,
Kennedy Jones & Sweeney Inc.
Time: 45 Slides: 22

Case Study: Using Metrics to Assess Brand Value at Allstream

Angie Specic,
MTS Allstream Inc.
Time: 39

Measuring effectiveness in a crisis situation & Media relations case study: SARS at the Scarborough Hospital

Betty Alexander,
Xposure PR Inc.
Time: 53 Slides: 28

Audio/Video segments clickable slide by slide
Papers and overheads also included
Print any of the material for your own use



PROCEEDINGS CD - ROM

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: Pantages Hotel, Skyline Boutique Hotels and Resorts, 200 Victoria Street, Toronto, ON. M5B 1V8

Cost: The attendance fee for the course is \$1825 per person and covers attendance for one person and the lecturers' presentation material. The fee further includes lunch on the first day, morning coffee on both days and refreshments during all breaks. You may purchase a Proceedings CD-ROM containing edited actual proceedings and materials from the course.

Time: Course registration begins at 8:00 a.m. The morning sessions start promptly at 9:00. The second day ends at noon.

Payment must be received prior to September 2, 2009

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 August 27, 2009. No refunds will be issued after this date. Please note that a 15% service charge will be held in case of a cancellation.

Discounts: Federated Press has special team discounts. Groups of 3 or more from the same organization receive a 10% discount. Groups of 7 or more from the same organization receive a 15% discount.

Phone: 1-800-363-0722 Toronto: (416) 665-6868 Fax: (416) 665-7733

TO REGISTER FOR AUDIENCE REACH MEASUREMENT

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 Approving Manager Name _____
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 Please bill my credit card: AMEX VISA Mastercard
 # _____ Expiration date: ____ / ____
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WHEN CALLING, PLEASE MENTION PRIORITY CODE: MAIL COMPLETED FORM WITH PAYMENT TO:
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REGISTRATION COSTS

NUMBER OF PARTICIPANTS:
 COURSE: \$1825
 COURSE + PROCEEDINGS CD-ROM:
 \$1825 + \$125 = \$1950
 PROCEEDINGS CD-ROM: \$499
 NOTE: Please add 5% GST to all prices.
 Proceedings CD-ROM will be available 60 days after the course takes place
 Enclose your cheque payable to Federated Press in the amount of:

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For additional delegates please duplicate this form and follow the normal registration process