

9th

INTEGRATING ONLINE PRINT COMMUNICATIONS

Creating synergy and harmonizing communications

*"Great idea sharing.
Lots of new ideas
to work into our
communications
strategy."*

*"Great kick-start ideas
to apply to my job."*
-Tina Thomas-Bratscher,
London Life

*"All the topics were
excellent."*

*"The speakers were
superb."*



participating organizations

Bridgepoint Hospital Entrinsic Partners
Buck Consultants Ontario Realty Corporation
The Cadillac Fairview Corporation PR Writer Extraordinaire

who should attend

Professionals involved in Corporate Communications, Investor Relations, Internal/Employee Communications, Public Relations, Media Relations and other related fields

course highlights

- Developing a Communications Strategy
- Ensuring that Communications Media Work Together
- Distinguishing between Content that Belongs in Print or Online
- Strengths and Weaknesses of Print
- Strengths and Weaknesses of Online Communications
- Push versus Pull Media
- New Roles for Print Publications
- Measuring the Effectiveness of Your Communications Strategy
- Strategies for Developing Web Content
- Putting Print Online: Will it Meet your Business Objectives?



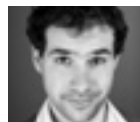
Course Leader
Richard Rotman,
PR Writer
Extraordinaire



Marina Scassa,
Buck
Consultants



Heath
Applebaum,
The Cadillac
Fairview
Corporation



Eli Singer,
Entrinsic
Partners

as well as: Tom Poldre,
Bridgepoint Hospital

Ruth Abbott,
Ontario Realty
Corporation

FACULTY

COURSE LEADER

RICHARD E. ROTMAN

Richard E. Rotman is Professor of Media Relations at Humber College/the University of Guelph Humber. He is also an instructor in public relations at the University of Victoria, BC. Besides his relatively new teaching career, Rotman's consulting practice is also known as the PR Writer Extraordinaire and he publishes a blog about writing under that name: his Twitter account also covers this subject—rotmanprwriter. In his career, he has divided his time between media and public relations, in the U.S. and Canada. His broad-ranging PR background includes being director of health care communications at Hill and Knowlton and Vice President, Investor Communications at The Wilcox Group. In the U.S., he served as Executive Vice President and General Manager of Ruder Finn's Chicago office and was a member of that firm's board of directors. His media includes The Washington Post, The City News Bureau of Chicago and background as publisher/editor of Toronto's Metropolis magazine. He also was a movie critic on several Toronto radio stations, including Q107, CFRB and CFNY. He is also among the most widely published writers about PR in Canada, with nearly 100 PR columns in Strategy, the online BrandNews and Marketing to his credit.

CO-LECTURERS

TOM POLDRE

Tom Poldre is the Chief of Corporate Communications & Community Relations with Bridgepoint Hospital.

MARINA SCASSA

With 20 years in the industry, Marina Scassa has held a variety of roles that have provided her with insight into pension and benefits administration, the employee experience, and marketing and business development. As National Practice Leader for Communications Consulting at Buck, she is responsible for leading the team in delivering customized solutions to address their clients' communications needs. Her background brings a unique perspective to the solutions that are developed for Buck's clients.

HEATH APPLEBAUM

Heath Applebaum is the head of Communications and Media Relations for The Cadillac Fairview Corporation, one of North America's largest investors, owners and managers of commercial real estate. He is responsible for directing all enterprise-wide external and internal communications strategy and is the primary spokesperson for Cadillac Fairview. He brings more than a decade of media relations, employee communications, issues management and journalistic expertise to his role. He has spearheaded hundreds of successful communications campaigns for leading companies like Deloitte & Touche and RBC

Financial Group. He is also the owner of Echo Communications, a communications consulting company that he founded in 2000.

RUTH ABBOTT

Ruth Abbott is the VP Marketing & Corporate Communications with the Ontario Realty Corporation.

ELI SINGER

Eli Singer is a consultant specializing in social media, branding, community building and disruptive innovation. His current clients include the Art Gallery of Ontario, The Ontario Chamber of Commerce and through Social Media Group, Ford Motor Company, ING Direct and TVO. In 2008, he was published in the Harvard Business Review featuring a case-study on how social media can create a culture of collaboration, transforming civic institutions and reinvigorate their relationships with stakeholders. Prior to beginning his independent career, he worked at Segal Communications, the exclusive Canadian representative for Facebook, with the specific mandate of developing sustainable brand communities for TD Bank and Playstation inside the social network. In 2006 he created Social POV, one of Canada's first social media practice areas in a fully integrated advertising agency. He is the creator of CaseCamp, Canada's social media conference, and maintains his blog at Singer.to.

COURSE PROGRAM

DEVELOPING A COMMUNICATIONS STRATEGY

Communicators everywhere are struggling with how to integrate their print, intranet and e-mail communication vehicles. How do you ensure that your e-mail publications, web sites, intranets and print publications are woven into a comprehensive communication strategy that maximizes each vehicle's strengths? This session will look at the big picture, while providing practical tips to teach communicators how to:

- Use one vehicle's strengths to overcome another vehicle's weaknesses
- First determine the messages that will help your company succeed and then craft a communication strategy that will help you effectively deliver those messages
- Recreate each of your communication vehicles to meet the needs of your employees
- Come up with an ongoing editorial plan that uses all of your vehicles effectively

ENSURING THAT COMMUNICATIONS MEDIA WORK TOGETHER

How do you ensure that your vehicles work together rather than compete against each other? With the speed of electronic vehicles, communicators have the tools they need to stay ahead of outside media sources and informal face-to-face communication. However, print can do things that online media will never be able to. Successful integration is about using each vehicle for what it does best and then linking your vehicles together.

- Developing an integration plan
- Assessing types of communications required and characteristics of each
- Evaluating the methods of communicating the message
- Ensuring a consistent message across vehicles

DISTINGUISHING BETWEEN CONTENT THAT BELONGS IN PRINT OR ONLINE

Accessing the right information has never been more important. Without structuring and organizing your enterprise's information, employees will not be able to act on it. Sometimes what is more important than the message itself is the medium in which it comes. If the message is not absorbed due to the manner in which it is delivered, it is of no value. This session will examine how do you go about deciding what information is better suited to be presented in print form and what should go online.

- Types of content that needs to be communicated
- Designing the management, organization and presentation of information
- Determining the proper media for the message

STRENGTHS AND WEAKNESSES OF PRINT

What print does best is depth, analysis and perspective, as well as portability, readability, familiarity, accessibility, graphics quality and consistency. Unlike web sites and e-mails, a newsletter provides a sense of permanence with high credibility. However, print is no longer considered timely and is perceived as a one-way, old-fashioned communication medium. Also, it costs more to produce. In this session you will examine the pros and cons of print communication.

- Strengths and weaknesses of print
- Types of information suited for print
- Communicating complicated information

STRENGTHS AND WEAKNESSES OF ONLINE COMMUNICATIONS

Electronic communication has many advantages. It is lightning-fast, timely, interactive and efficient. It provides almost limitless information space and facilitates correction of published errors. It also offers video and audio capabilities. On the negative side, e-communications can be harder to read, which makes longer articles impractical. Moreover, some targeted readers will not be able to access the publication at a time that is convenient for them or at all. This session will look into how online communication can be most effectively utilized.

- Types of information suited for online communications
- How online communications should complement your print publication
- Running updates on important stories
- Gathering feedback from readers

PUSH VERSUS PULL MEDIA

A "push" medium like e-mail delivers information to the reader's attention. E-mail's main advantages are that it is inexpensive, instant, attracts attention and reaches its intended audience. To keep from gaining a reputation as junk mail, e-mails must contain information that people really need or have requested. On the negative side, e-mail is intrusive, can be perceived as junk mail and can easily be deleted if it fails to grab the reader's immediate attention. Examine the uses of a push medium and how it can fit within your overall strategy.

- Advantages of communicating through e-mail
- The negative side of e-mail
- Types of information suited for a push medium

NEW ROLES FOR PRINT PUBLICATIONS

Ten years ago print publications were the number one news vehicle at most organizations. But it now seems that the rush is on to post everything online. However, though print can no longer be a timely news medium, it can serve a crucial purpose in your organization. In this discussion, see the new role of the print publication in corporate communications and how you can create a print publication that can communicate effectively with today's audiences.

- Offering perspective and further explanation on the news that employees are getting through e-mail and the intranet
- Driving people to the intranet so they get used to using it
- Explaining the tough issues to employees using print
- Using print to actually change behaviour in your company

MEASURING THE EFFECTIVENESS OF YOUR COMMUNICATION STRATEGY

"Strategic corporate communications" is a phrase increasingly used in reference to a shift toward integrating the strategic marketing function with the strategic public relations/corporate communications function. How is your organization placed for this change? Do you make full use of the influential benefits available across all parts of your information sphere? This discussion will examine how to measure the effectiveness of your corporate communications integration

- Assess the current role of corporate communications within your organization
- Define the scope and areas of responsibility
- Understand the influence patterns among audiences
- Integration of internal and external communications

STRATEGIES FOR DEVELOPING WEB CONTENT

One of the most powerful tools for communicators today is the Internet. It can effectively deliver your messages to your internal and external publics in an extremely cost-efficient manner. Yet, many corporate communicators struggle with making their web sites effective messaging tools because of content management issues. This discussion will teach you how to successfully deal with the top content management issues facing strategic communicators today.

- Understand what your online audience wants and how often
- Interact with your audience and gain valuable feedback and research using online surveys, web focus groups and usability testing
- Evaluate and implement content management solutions
- Planning and implementing a content management strategy

PUTTING PRINT ONLINE: WILL IT MEET YOUR BUSINESS OBJECTIVES?

To support an increased international presence, companies need communication tools with a global reach. The challenge is to modify existing tools in the most cost-effective manner and in a form understood and welcomed by new audiences. To accomplish this, many companies are transferring print communication online. This discussion will help you determine how to put print content online and whether or not print content even belongs online.

- Best practices for putting print content online
- How to assess the risk and take advantage of new opportunities that online tools provide
- Weighing the costs and benefits of the Internet as a publishing and communications medium
- Measuring return on your online investment
- How to restructure information to make your print content easy to read on the screen

TRANSFORMING YOUR ONLINE BRAND IDENTITY - CASE STUDY

Learn how one of North America's leading real estate companies integrated print and online communications channels to launch their rebranded corporate and property websites. See how Cadillac Fairview's successful communications strategy was able to:

- Enhance their corporate image and reputation with key audiences
- Utilize social media tools to engage and build relationships with customers
- Use viral marketing to empower customers and influence purchasing decisions
- Demonstrate greater transparency and trust
- Support the corporate talent retention and acquisition strategy
- Highlight the company's commitment to corporate social responsibility initiatives

MULTIMEDIA PRESENTATIONS

Register for Integrating Online & Print Communications 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 673 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.

Internal Communications Strategy to Achieve Business Goals, Gaining Management Support and Cooperation

Janice McNally,
Foresters
Time: 52

Push vs. Pull Media, Advantages of Communications through email, the Negative side of Email, Types of Information suited for Push Medium

Jean McLuhan,
Myinet, Farm Credit Canada
Time: 27 Slides: 16

New roles for print publications, Driving people to the intranet so people get used to using it, Explaining the tough issues

Jean McLuhan,
Myinet, Farm Credit Canada
Time: 25 Slides: 18

Measuring the Effectiveness of Your Communication Strategy, Assessing the current role of corporate communications within your Organization

Jane Wilcox,
XposurePR Inc.
Time: 50

Developing a Communications Strategy & Ensuring That Communications Media Work Together

Eugene Knapik,
Canada Post Corporation
Time: 90 Slides: 23

Striking a Balance with Print and Online Communications

Paulina Callaghan,
Aditya Birla Minacs
Time: 82 Slides: 18

Ensuring That Communications Media Work Together

Albert T. Lee,
Canada Post Corporation
Time: 37 Slides: 37

Internal Communication Strategies to Obtain Business Goals

John Bromley,
Canadian Blood Services
Time: 51 Slides: 22

Strategies for developing web content

Nandy Heule,
Heule Communications
Time: 43 Slides: 30

Developing an Effective Communications Strategy

Nancy Coldham,
The CG Group
Time: 59 Slides: 15

Selecting Online/Print Media Choices by Customer Preference

Jon Sherrington,
Hydrogen Creative
Time: 42 Slides: 28

Social Marketing

Howard Oliver,
What If What NextTM
Time: 67

Web 2.0: a conversation on the new marketing

Howard Oliver,
What If What NextTM
Time: 48 Slides: 19



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

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.

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 September 8, 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.

Payment must be received prior to September 14, 2009

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 Please bill my credit card: AMEX VISA Mastercard
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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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