Strategy Institute presents:

6th Annual Summit on PUBLIC CONSULTATION & ENGAGEMENT

Monday, December 5th - Tuesday, December 6th, 2016 // Old Mill, Toronto

Transform your digital strategy and build alliances to push your project forward!

MEET + LEARN + NETWORK FROM

Transform Your Success With:

- Digital Strategies
- Aboriginal Engagement
- Personalized Communication
- Creative Tools
- Project Approval
- Form Alliances

Workshops:

A Consultation 101 – Templates and Takeaways to Design your Consultation Strategy

B E-consultation and The Future of Digital Public Consultation


www.PublicConsultationCanada.com
Welcome to the 6th Annual Public Consultation and Engagement Summit, the biggest and best North American Summit of its kind! This event will transform your public consultation and engagement abilities and drive the success of your projects.

Discover what open government means for your consultation, how to push your project forward by forming alliances, and how to build positive relations to achieve the support your projects need. Determine the right investments to make in your public consultation efforts to enhance project success. Create lasting partnerships that deliver on stakeholder needs and ensure timely project completion.

Prioritize public participation and engagement! Develop open communication streams to secure stakeholder trust. Featuring keynote presentations, nine world class case studies, and six interactive sessions, you will take away comprehensive advice and practical solutions to capitalize on innovative opportunities.

Join industry thought leaders who are passionate about public consultation and engagement and who deliver amazing results!

Your Public Consultation and Engagement Team
Strategy Institute

EVENT IN NUMBERS

- **15+ Hours of Insight**
- **8+ Hours of Networking**
- **3 Days**
- **6 Interactive Sessions**
- **9 Case Studies**

NEW THIS YEAR

- More interactive components and networking opportunities.
- Extensive coverage of digital consultation tools.
- Workshops for new and experienced public consultation professionals.
- Open government and what it means for your public consultation.
- How to effectively implement Indigenous knowledge into your strategy.
- Hear from more sectors than ever before!

Register Today by Calling 1 866 298 9343 x 200
Explore in this interactive workshop public consultation fundamentals you need to know to ensure your engagement efforts succeed, leading to better outcomes and increasing participant satisfaction. Examining evidence on what makes public consultation effective, you will investigate planning, facilitation and execution best practices that will help you move your projects forward. Explore such things as:

1. Frameworks for understanding, designing, & assessing effective public consultation
2. Participants’ expectations of “effective” consultation
3. Role of context and outcomes in planning
4. Importance of competent facilitation and managing disagreement
5. Selection of effective consultation methods
6. Best practices for consultation outreach planning and execution
7. Need for stimulating consultation materials

Gain fresh insights to optimize your public consultation efforts

Karen Zypchyn, Stakeholder Engagement, Innovation, and Communication Consultant
Stimulate the Silent Majority and Maximize Stakeholder Participation

Achieving relevant feedback for your projects is crucial to moving forward with initiatives. Advance methods on how you connect, deliver, and engage with stakeholders to obtain the feedback your projects need. Source your plan of action to:

- Improve recruitment through obligations to act
- Build trust and consistency for rich recurring consultations
- Explore techniques for reaching your target population

Attract the stakeholders you need for meaningful engagement.

Matthew Whitehead, Director of Consultation, Lands and Environment, Woodland Cree First Nation

Daniel Fusca, Stakeholder Engagement Lead, City Of Toronto Planning

Leslie Gash, VP, Development, Toronto Community Housing


Joe Berridge guestimates he's attended 500 ‘engagement’ events in his professional life. Gain insight from Joe's experiences on the various difficulties that effective public consultation pose on your projects. Hear about:

- Creating realistic expectations
- Addressing the challenges of constrained resources
- Engaging with complexity in public

Maximize the enjoyment for the community when sourcing their feedback on your projects.

Joe Berridge, Partner, Urban Strategies

How the Federal Government is Engaging: Implications on Your Public Consultation

Open Government has taken the country by storm as the federal government now implements its Third Biennial Plan. Discover what open government, and particularly open dialogue and open data, means for your online consultation and how you can implement strategies to get stakeholders involved. Source practical tips to:

- Embrace a transparent consultation process to gain stakeholder trust
- Understand key success factors for ensuring online consultation success
- Manage internal and external expectations for timely project delivery

Source new, groundbreaking methods to maximize participation in your projects.

Geordie Adams, President, PubliVate Inc.

Engaging with complexity in public
- Addressing the challenges of constrained resources
- Engaging with complexity in public

How to Develop a Rich Culture of Community Relations to Deliver a Superior Engagement Experience

Metrolinx has launched the largest and most complex public participation and outreach effort in North America. Transform your engagement by building an internal culture for ongoing engagement, and developing functional committees. Adopt best practices:

- Create a platform for shared discussion on the public’s terms
- Adopt design excellence tools for improved consultation
- Ensure transparency to develop integrity and trust

Source actionable insight on how you can deliver a great experience.

Judy Pfeifer, Chief Communications and Public Affairs Officer, Metrolinx

Work Through Your Key Challenges in Public Engagement

Engage in strategic dialogue with fellow consultation practitioners and experts. In small groups, explore best practices, innovations and tools to:

- Engage the silent majority
- Deal with a lack of resources
- Mitigate irreconcilable differences between stakeholders

Walk away with novel strategies and a renewed commitment to engagement.

Joseph Thornley, CEO, Thornley Fallis

Leverage Digital Tools and Turn Data Into Actionable Insight

Implementing digital tools in your engagement strategy is imperative for proper resource allocation. Adopt digital tools to optimize your resources to shape large quantities of meaningful metrics. Source a plan of action to:

- Incorporate more digital consultation into your process
- Gain management buy in for online engagement
- Utilize technology to forge relationships

Incorporate digital tools into your project for optimal engagement.

Joseph Thornley, CEO, Thornley Fallis

Cross Sector Stakeholder Communication and Problem Solving Forum

Communication is cited as one of the most important elements of realizing business transformation. Improve communication between stakeholders. Engage with your colleagues, exchange ideas and source solutions from a fresh set of eyes. Collectively benefit from:

- Fresh perspectives on entrenched issues
- An enhanced understanding of being in someone else’s shoes
- A plan for action to take back with you

Work with your peers to source practical solutions on how to enhance stakeholder communication.
Day Two - Tuesday, December 6, 2016

7:30 AM  Registration and Breakfast

8:20 AM  Opening Comment from Chair & Icebreaker
Brenda Pichette, Director of Professional Development, IAP2

8:30 AM  Keynote: Kinder Morgan

Adopt Engagement Strategies to Advance your Large-scale Projects
Kinder Morgan is the largest energy infrastructure company in North America. Explore the strategies you can use to get your projects approved in a timely matter. Gain insights on:
- Addressing the need for public consultation
- Effective public consultation methods
- Leveraging stakeholder input to get project approval
Leverage perspectives on how you can engage the public effectively.
Lexa Hobenshield, External Relations Manager, Kinder Morgan Canada

9:00 AM  Case Study: Regional Municipality of York

Energizing the Population to Participate and Ensure their Needs are Addressed
Citizens are quick to dismiss an invitation to consult on project proposals, only to revolt once the project is underway. Ensure stakeholders are involved early in your project by implementing innovative and creative consultation methods. Apply new approaches on how you can:
- Seek new sources of active public participation
- Amplify civic discourse and participation
- Advance your public participation ideas for the future
Transform your processes to gain grassroots support.
Tamas Hertel, Senior Transportation Specialist, The Region Municipality of York

9:30 AM  Case Study: Ontario Shores Centre for Mental Health Sciences

How to Integrate a Stakeholder Engagement Strategy to Create Awareness, Support and Collaboration
A comprehensive Stakeholder Engagement Strategy is an integral part of any organization to advance its strategic directions. Develop positive relationships with key stakeholders and enhance brand awareness and public support. Explore how to:
- Develop a multi-faceted strategy that can be customized to your industry, stakeholders and priorities
- Integrate stakeholder relations into existing and future initiatives to maximize input and feedback
- Create a system to evaluate outcomes and effectiveness of engagement
Focus your development project on the people it is meant to serve.
Karim Mandani, President and CEO, Ontario Shores Centre for Mental Health Science
Andrea Marshall, Director of Communication and Public Affairs, Ontario Shores Centre for Mental Health Science
Leverage the Understanding of What it Means to Belong To Drive Long Term Engagement

For non-profits and charities, understanding why someone joins and contributes is critical to attracting new members and donors. Strategize to continuously keep citizens engaged for the long haul. Source ideas to:

- Engage more fully with members and donors
- Leverage the millennial paradox
- Overcome ambivalence

Use consumer insight to enable long-term engagement.

Working with Indigenous Populations Engage with Respect, Sincerity, and Integrity

Harmonizing the consulting process to bridge the gap in Indigenous engagement is crucial for meaningful engagement. Enrich communication streams to ensure the needs of all parties involved in your project are met. Create a blueprint to:

- Be aware of territorial treaties
- Engage early
- Forge strong partnerships to deliver on both party’s needs

Deliver meaningful engagement to forge relationships and unify ideas to achieve the support your project needs.

How to Design Your Consultation Strategy From Scratch

The province of Alberta has battled through harsh environmental and economic conditions in 2016. Hear how Alberta has excelled at conquering barriers and implementing strategies to rebuild their consultation platform and province from the ground up. Master the success factors to:

- Incorporate Indigenous knowledge into your rebuild
- Addressing the needs of different age groups
- Implementing digital strategies to maximize outreach

Gain fresh insights on how to rebuild your consultation practices.

Conquer the Messiness That Can Arise from Legislation Changes to Move Your Project Forward

Managing a public consultation process after a legislation change is no easy task. Equip yourself with the necessary resources to design and manage an effective public consultation. Gain insight on:

- Developing an understanding of a community’s self-perception
- Leveraging multiple tools, exercises, and media for public engagement
- Anticipating conflict and alternate agendas

Strategize to ensure your campaign is not defeated by unpredictable setbacks.

Key Takeaways For Enriching Your Public Consultation Experience

Each and every public consultation brings its own unique challenges. Source insight on strategies and best practices to develop meaningful and effective public consultation methods. Hear ideas surrounding:

- Sustainability and digital engagement
- Strategies for ongoing dialogue
- Education vs. feedback

Develop effective communication streams and enhance your consultation.

Modern Communication Methods to Ensure Stakeholder Involvement

Now more than ever, as professionals in the practice of community and public consultation, we have powerful new digital tools for engagement. Taking case studies from Waterfront Toronto, the City of Toronto and others, we’ll explore where our efforts to engage a wider swath of the public online have been successful and where new challenges have emerged. Explore approaches that will:

- Reinvigorate your practice of community consultation
- Explore meaningful pathways for citizen engagement
- Address a blend of digital and in-real-life initiatives

Improve your public consultation strategy with lessons from Waterfront Toronto.

Register Today by Calling 1 866 298 9343 x 200
CONNECT WITH WORLD LEADING PUBLIC CONSULTATION AND ENGAGEMENT PRACTITIONERS
Find answers to your biggest challenges.

EVENT SPONSORSHIP & EXHIBIT OPPORTUNITIES
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Meet industry leaders and key decision makers from both the public and private sectors. Demonstrate your leadership and promote your products and services to an intimate and attentive audience.

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1. Be at the centre of Canada’s leading public consultation and engagement event
2. Showcase your thought leadership in public consultation and engagement
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5. Gain insights into the industry’s needs

*Limited exhibit space and sponsorship packages are available.

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Who you will meet...

Government (Municipalities/Provincial/Federal) 51%
Energy & Utilities 17%
Engineers & Planners 16%
Aboriginal Communities 6%
Consultants & Others 10%

Audience Breakdown

Admin / Policy 33%
Economic / Community Development 29%
Principal / Associate / Planner 27%
Others 3%

Title Breakdown

SOLD

Your Venue

Staying at the hotel has it’s advantages

Networking: Onsite social activities for conference attendees and speakers
Upscale Amenities: Relax and rejuvenate your body and mind at the Spa at the Old Mill. Choose from the many indulgent options or create your customized package.
Accommodations: The Old Mill has elegant and unique guest rooms and suites, decorated with luxurious four-poster beds and Tudor style. Enjoy the jacuzzi tub for two, along with panoramic views of the Humber Valley.

Convenience: The Old Mill Toronto is conveniently located at 21 Old Mill Road, Toronto (Bloor Street West and Old Mill Road). Save travel time and money. Take advantage of our conference rate of $219.00/night, plus taxes, by mentioning “Public Consultation and Engagement by Strategy Institute” when making your reservation—1 866.653.6455.

The Old Mill Inn & Spa, 21 Old Mill Road, Toronto, Ontario, M8X 1G5 Canada.
Reservation: 1 866.653.6455

Register Online at www.publicconsultationcanada.com
ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
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Registration fee: Subject to 13% HST. The Regular investment includes luncheon, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to Strategy Institute Inc.

Early Bird special: Expires on September 30th & October 28th, 2016. Cannot be used with group discount.

Group Discount: A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates MUST register at the same time. The total discount per delegate (including applicable group discounts, etc.) MUST not exceed 25% of the regular conference costs.

Cancellations: Cancellations must be received in writing by November 21st, 2016. Cancellations received by this date will be eligible for a prompt refund less a $495.00 (plus HST) administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

Admission Policy: Strategy Institute reserves the right to restrict entry to the conference to any individual. Any such person requested to leave the conference site shall do so immediately upon request, whether previously issued a badge permitting entry. There is no refund payable with respect to anyone refused entry. Any information obtained at the conference cannot be relied upon for any particular set of circumstances, cannot be taken as professional advice or opinion. Attendees must consult with the appropriate professional before acting in response to information obtained at the conference.

Evening Social Activities: Please drink responsibly. Strategy Institute shall not be liable for any consequential damages and/or personal injuries caused by excessive or irresponsible alcohol consumption.

4 EASY WAYS TO REGISTER

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Government / NGO’s

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$995

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$1,890

$2,085

SAVE $200
Register by Sept 30th

SAVE $100
Register by Oct 28th

CONFERENCE CODE: 116024

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