Strategy Institute presents:

7th Annual Summit on

PUBLIC CONSULTATION & ENGAGEMENT

Wednesday December 6 & Thursday December 7, 2017 | Toronto Airport Marriott Hotel

Meet + Learn + Network From

Matt Jackson, Manager, Stakeholder Relations, Union Gas Limited

Suzette Argo, Senior Analyst, Special Initiatives, External Stakeholder Management Team, Bank of Canada

Dean Jacobs, Consultation Manager, External Projects Program, Walpole Island First Nation, ON

Martha Manuel, First Nations Coordinator, New Gold Inc.

Mike Comeau, Deputy Minister of Public Security, New Brunswick Department of Justice & Public Safety

Rob Philpott, Chief Financial Officer, City of Summerside, PEI

Fast Track your Success to:

☑ Engage Indigenous Groups
☑ Reduce Consultation Costs
☑ Overcome Controversy
☑ Adopt Digital Tools
☑ Communicate with Stakeholders
☑ Include Diverse Demographics
☑ Design an Inclusive Strategy
☑ Increase Social Engagement

Workshops:

A  Planning for Effective Consultation and Engagement
B  Working Effectively with Communities to Push Projects Ahead: Keys to Developing a Socially Responsible Approach

Platinum Sponsor:  Partners:

www.PublicConsultationCanada.com
Welcome to the 7th Annual Public Consultation and Engagement Summit, the biggest and best Canadian Summit of its kind! Move your projects forward by maximizing your public consultation and engagement.

Big data is coming to public consultation. Analyze the impact of your project and find out how to build meaningful engagement with diverse demographics, including Millennials. Employ effective digital strategies to increase the reach of your public consultation to enhance project success. Gain grassroots support and meet stakeholder needs to ensure timely project completion.

Transform your citizen participation! Featuring keynote presentations, world-class case studies, and interactive sessions, you will take away practical solutions to enable you to overcome stakeholder fatigue and move ahead with your initiatives.

Join industry thought leaders who achieve profound results in their public consultation and engagement projects!

Your Public Consultation and Engagement Team
Strategy Institute

EVENT IN NUMBERS

NEW THIS YEAR

- More speakers from across Canada than ever before!
- How AI can help you increase engagement
- 5 sessions from Municipalities
- Contentious issues case studies on cannabis and alcohol
- Speakers from hospitals and schools
- 9 interactive sessions to enhance your learning
- Gain insight from a speaker from the UK
Planning for Effective Consultation and Engagement

Are you or the clients you work with already jumping into tactics without really knowing if they will lead to effective engagement? Would you like to have the conviction to say no to some tactics and yes to others and then convince others in your engagement decisions? If you answered yes, this workshop is for you. Take the mystery out of designing effective engagement. Build a strategy based on it that streamlines a complex process. This workshop will:

1. Identify the key critical elements for effective engagement based on evaluation evidence
2. Introduce an engagement strategy called "The Five-Minute engagement plan" to streamline your planning
3. Give you time to apply "The Five-Minute engagement plan" to a case and determine best tactics to use to ensure effective engagement results

Karen Zypchyn, Senior Communications Strategist, City of Regina

Explore your benefits and book your overnight stay today!

At the Toronto Airport Marriott Hotel, we offer everything you need for an unforgettable stay. Set on seven acres of land overlooking the Royal Woodbine Golf Club and less than a mile from Toronto-Pearson Airport, our luxury hotel provides a spectacular backdrop for both business and leisure travellers.

• Networking: Maximize your relationship building by staying at the same hotel as the conference! Special onsite social activities will be arranged. Don’t miss out.
• Accommodations: Spacious hotel rooms that showcase contemporary design and a variety of helpful amenities, including a flat-screen TV, deluxe bedding, and an ergonomic work area.

Save travel time and money. Take advantage of our conference rate of $162/night. Mention “Strategy Institute December 2017” when you make your reservation by Monday, November 13, 2017 by calling 1-800-905-2811.

• Location: Toronto Airport Marriott, 901 Dixon Road Toronto, Ontario, M9W 1J5

Reserve Your Room Today!
Direct: 1-416-674-9400 | Reservations: 1-800-905-2811

Join the Group “Public Consultation & Engagement Forum - Canada”

Keys to Developing a Socially Responsible Approach

Never has it been more important for businesses to work collaboratively with their host communities to forge positive relationships based on mutual understanding. Learn now to think more holistically about your project and how you can work collaboratively with communities. Lay the groundwork for success by:

1. Developing good process to understand community concerns and how they might be addressed
2. Working to develop a relationship of trust through transparency and a sound communication plan
3. Understanding the level of commitment required to develop an end-to-end project plan that works for both the company and the community during the life of the project and beyond

Harry Kim, Managing Director, Environmental Services Group, Hatch Ltd.
Olivia Gamache, Consultant, Environment and Social Responsibility, Hatch Ltd.
DAY ONE
Wednesday, December 6, 2017

8:00 AM REGISTRATION AND BREAKFAST
8:45 AM BLESSING FROM A LOCAL FIRST NATION CHIEF
8:50 AM OPENING COMMENT FROM CHAIR & ICEBREAKER
John Miller, President, ICA Associates

9:00 AM OPENING KEYNOTE ADDRESS
Refining the Art of Consultation and Engagement to Ensure the Success of your Project
Engaging a wide variety of stakeholders over many years is increasingly complex. Transform your approach to consultation, engagement and stakeholder management to push your projects forward. Create a roadmap to:
• Approach community consultations on projects that could have a significant impact on the community and are often controversial
• Develop relationships with Indigenous groups
• Know what works, what doesn't and what should be avoided in consultation and engagement processes
Transform your consultation strategy to engage citizens better.
Kara Flynn, Vice President, Government of Public Affairs Syncrude Canada Ltd.

9:30 AM TWITTER PANEL DISCUSSION
Designing your Consultation Project: Finding the Approach that Best Fits your Objectives and Budget
Choosing the optimal level of engagement can be challenging. Tailor your approach to achieve the best results from the resources available. Take back to your office strategies to:
• Evaluate your mandate, objectives and stakeholder groups to determine the appropriate level of engagement to achieve the results you need
• Formulate an appropriate approach to fit the scope or stage of your project
• Discover the budgetary commitments associated with different types and sizes of consultation formats and levels of engagement
Create a tailored consultation strategy that meets your needs and budget.
Matt Jackson, Manager, Stakeholder Relations, Union Gas Limited
Natalie Poole-Moffatt, Vice President, Corporate Affairs, Hydro One Networks
Patrick Tobin, Director, Arts & Culture Services, Economic Development & Culture Divisions, City of Toronto

10:15 AM SPOTLIGHT
How to Use E-consultation Platforms to Reach a Wider Stakeholder Group
Will E-consultation replace traditional consultation forms? Improve how you use E-consultation tools to engage a wider group of citizens and achieve a mandate. Take back to your office strategies to:
• Identify the right platform for your engagement project
• Use E-consultation platforms to increase your outreach
• Measure your engagement levels with online reporting
Ensure you are using the latest technology to engage with the public.

10:30 AM MORNING BREAK

11:00 AM CASE STUDY: CITY OF CAMPBELL RIVER, BC
Achieve Balanced Representation & Results
Improve your stakeholder identification process and achieve balanced results. Adopt best practices to:
• Gain insight into each group and their needs
• Ensure that the stakeholders match your mandate
• Determine the optimal number of stakeholders
Select the right stakeholders to provide real insight
Marianne Wade, Development Services Manager, City of Campbell River, BC

11:30 AM INTERACTIVE: WORLD CAFÉ
Work Through your Key Challenges in Public Engagement
Engage in strategic dialogue with fellow consultation practitioners and experts.

12:00 PM INDUSTRY EXPERT: DIGITAL & TRADITIONAL TOOLS
Strategies for Reaching your Stakeholder Groups
Selecting the best methods to reach stakeholders can be a daunting task. Discover how both traditional and modern digital methods can be used effectively. Source your plan of action with:
• An overall view of digital platforms
• Traditional methods, that have proven to be effective
Strategies to match the tools you choose to the age demographic you hope to reach
Leverage the right mix of engagement tools to reach your stakeholders.

12:30 PM STOP-START-CONTINUE

12:45 PM NETWORKING LUNCH

1:45 PM INDUSTRY EXPERT: PANEL OF CASE STUDIES
What We’ve Learned: Consultation Best Practices
Examine best practices and lessons learned from consultations of all types – large, small, national and regional. Explore the role of technology in today's consultations, how you reach stakeholders, and affect change. Develop strategies to:
• Use handheld devices for real-time reactions
• Run engagements fully online
• Discuss the role of traditional face-to-face engagement
Explore how you can use technology in your consultations.
Kirk Perris, Director of Consultations, Ipsos Public Affairs
Marc Beaudoin, Vice President, Ipsos Public Affairs
Brad Griffin, Senior Vice President, Ipsos Public Affairs

2:30 PM CASE STUDY: CITY OF SUMMERSIDE, PEI
How to Successfully Engage Citizens while Enhancing Accountability and Transparency
The City of Summerside, PEI has undertaken initiatives to engage residents in open discussions about budget priorities and other topics of municipal concern. Enhance your strategy for citizen engagement while improving transparency, accountability and public relations. Adopt best practices to:
• Use citizen participation as a tool for policy development
• Develop an approach that has proven successful
• Incorporate good planning, creative thinking, inclusive methodology, and leadership commitment to achieve success
Enhance transparency while engaging your stakeholders.
Rob Philpott, Chief Financial Officer, City of Summerside, PEI

Follow us on Twitter @PublicEngagemnt
Build your consultation strategy from the ground up to ensure it engages.

Harness the power of AI to gather actionable insights from your consultation.

- Assess your requirements and data analysis needs
- Gain management buy-in for investing in analysis
- Utilize analytics to enhance your existing consultation plan

Transform your approach to consultation with the power of big data.

Create a Roadmap to Ensure you Analyze Feedback and Improve Decision-making

Big data is coming to consultation, and you need to be ready to leverage its potential to improve project outcomes. Discover how to analyze the results of your efforts to increase engagement.

Source a plan of action to:

- Determine the channels and platforms – traditional and digital – for building awareness of the campaign that best fits your goals
- Ensure your engagement strategy aligns with your mandate, and consistent messaging is maintained across all channels and platforms
- Ensure that the results are representative of a wide variety of viewpoints

Build your consultation strategy from the ground up to ensure it engages citizens in a meaningful way.

Ensure the Success of your Consultation Process with Strong Strategic Plans

In 2016, the Bank of Canada launched a public consultation campaign asking Canadians to nominate iconic Canadian women to appear on a new bank note. Advance your plans and strategy though this ‘behind-the-scenes’ look at the planning that went into this public consultation campaign. Adopt best practices to:

- Determine the channels and platforms – traditional and digital – for building awareness of the campaign that best fits your goals
- Ensure your engagement strategy aligns with your mandate, and consistent messaging is maintained across all channels and platforms
- Ensure that the results are representative of a wide variety of viewpoints

Ensure that the results are representative of a wide variety of viewpoints

Suzette Argo, Senior Analyst, Special Initiatives, External Stakeholder Management Team, Bank of Canada

Using AI to Support Civic Engagement and Capture Actionable Knowledge from Digital Data

With the variety of digital tools and devices now available for gathering data, it can be a challenge to extract and organize it to produce the information you need. Learn from a project in the UK called ‘Voice your View’, which applied techniques from Artificial Intelligence to filter, structure and classify data. Develop a blueprint for adopting AI techniques to:

- Improve the reach of your project and the level of civic engagement
- Overcome the limitations of traditional methods of consultation
- Collect and use data from a variety of devices

Harness the power of AI to gather actionable insights from your consultation.

Case Study: Bank of Canada

Ensure your strategy emulates a private company that has successfully engaged Aboriginal groups. The reality today is that the success of many projects depends on the quality of engagement with Aboriginal stakeholders. Transform your approach to working with Aboriginal groups to help you move your project forward.

Dean Jacobs, Consultation Manager, External Projects Program, Walpole Island First Nation

Case Study: New Gold Inc.

Adopting Best Practices in your Strategy for Consultation and Engagement with Aboriginal Groups

The day will wrap up with a discussion on what to start, what to stop and what to continue doing in your organization.

Stop-Start-Continue

The day will wrap up with a discussion on what to start, what to stop and what to continue doing in your organization.

Conference Adjourns to Day Two & Exclusive Evening Reception

Register Online at www.publicconsultationcanada.com
Overcome vocal controversy to create constructive conversation

- Develop a transparent consultation process and build trust
- Apply effective approaches for reaching diverse populations
- Involve residents and partners in local decision-making

Build trust with diverse demographics in your consultation plan.

Cindy Mutch, Senior Project Manager, Community Special Projects, City of Hamilton
John Ariyo, Manager, Community Initiatives, Neighbourhood & Community Initiatives Division, City of Hamilton

Develop a Blueprint to Engage with Millennials

Millennials are notoriously difficult to engage. Reach your targeted audience by implementing new techniques for consultation. Explore best practices to:

- Target the communication streams desired by Millennials
- Establish a mix of digital engagement strategies
- Create a transparent environment to gain stakeholder trust

Develop a plan for addressing the stakeholders you need to hear from.

11:00 AM CASE STUDY: CITY OF HAMILTON

Strategies for Inclusive Public Engagement to Build Trust with Your Stakeholders

Go beyond reaching the usual participants. Explore strategies you can use to ensure your public engagement efforts more fully reflect the demographics of your community. Gain insight on how to:

- Develop a transparent consultation process and build trust
- Apply effective approaches for reaching diverse populations
- Involve residents and partners in local decision-making

Build trust with diverse demographics in your consultation plan.

11:30 AM PEER TO PEER

Develop a Blueprint to Engage with Millennials

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- Establish a mix of digital engagement strategies
- Create a transparent environment to gain stakeholder trust

Develop a plan for addressing the stakeholders you need to hear from.

11:40 AM SPOTLIGHT

Tackle Privacy Concerns Effectively

Privacy continues to concern citizens, and their rights to privacy must be protected. Improve your security to avoid overstepping the boundaries of citizen privacy. Gain insights on:

- Taking the right steps to protect citizen privacy
- Acknowledging what data is feasible to collect
- How to prevent cyber threats

Advance your strategy to protect the data you collect.

11:55 AM STOP-START-CONTINUE

12:00 PM NETWORKING LUNCH

1:00 PM INTERACTIVE BRAINSTORM:

BIRDS OF A FEATHER

Gain insights from your peers and benchmark your organization against others in this interactive session.

1:30 PM INTERACTIVE SESSION: CONTENTIOUS COMMUNITY ISSUES

Hone your Strategy for Engagement to Create Calm Outcomes

There are often situations that arise that pitch stakeholder groups against one another. Navigate stakeholder engagement successfully by learning from those who frequently deal with issues that spark controversy. Create a roadmap to:

- Reduce tensions among stakeholders
- Understand the underlying legitimate issues each stakeholder group brings and how to balance them
- Change confrontation to constructive dialogue

Overcome vocal controversy to create constructive conversation.

Gerri Gershon, Trustee, Toronto District School Board
Jeffrey Crane, Principal, Thorncliffe Park Elementary School

2:00 PM AFTERNOON BREAK

2:15 PM PANEL OF CASE STUDIES: LEGALIZATION OF CANNABIS, ALCOHOL AND GAMING

Designing your Consultation and Engagement Process for Developing Policy

Improve your approach to consultation by learning from the experiences of those involved in the development of social policy frameworks for gaming, alcohol and more recently, the legalization of cannabis. Source practical tips to:

- Determine how to build awareness of the consultation process
- Identify stakeholders and how to engage them
- Identify what tools to use to gain broad stakeholder representation

Navigate the minefield of topics that cause a strong response in stakeholders.

Mike Comeau, Deputy Minister of Public Security, New Brunswick Department of Justice and Public Safety
Elizabeth Yeigh, Director of Strategic Engagement, Alcohol & Gaming Commission of Ontario
Jesse Todres, Legal Counsel to the Ontario Legalization of Cannabis Secretariat, Ministry of the Attorney General

3:00 PM CASE STUDY: CITY OF VAUGHAN

Engage your Employees with Innovative Methods to Improve Performance

Employee stagnation and impaired organizational efficiency is often the by-product of traditional command and control hierarchies. Learn from ‘Dragon's Den' style approach. Take back to your office strategies to:

- Boost the engagement of front-line workers
- Improve employee morale, culture and cohesion
- Improve organizational performance and workplace attractiveness

Utilize 'dragon's den' formats in your engagement strategy.

Nadia Paladino, Manager, Special Projects, City of Vaughan Public Works
Zoran Postic, MBA, Director, Transportation Services Parks and Forestry Operations, City of Vaughan

4:00 PM CASE STUDY: HUMBER RIVER HOSPITAL

Developing an End-to-end Communication Plan

Clear communication throughout the entire consultation and engagement process is critical for a successful outcome. Develop a comprehensive communication plan for all stages of your initiative, including the media. Create a roadmap to:

- Determine the level and frequency of communication
- Create a strategy for using the communication tools best suited for each group and maintain consistency over time
- Tailor your communication plan to the needs of the stakeholder groups involved

Take away a communication plan to support your consultation strategy.

Joe Gorman, Senior Director of Communication, Diversity and Community Relations, Humber River Hospital

4:30 PM STOP-START-CONTINUE

The conference will wrap up with a discussion on what to start, what to stop and what to continue doing in your organization.

4:45 PM CONFERENCE ADJOURNS
Connect with World Leading Public Consultation & Practitioners.
Find answers to your biggest challenges.

EVENT SPONSORSHIP & EXHIBIT OPPORTUNITIES
AT CANADA’S LARGEST PUBLIC CONSULTATION AND ENGAGEMENT SUMMIT

Raise your profile at this highly innovative gathering of consultation executives. Meet key industry decision makers from both the public and private sectors. Demonstrate your leadership and promote your services to an audience looking for solutions to their challenges.

TOP 5 REASONS TO SPONSOR
1. Be at the centre of Canada’s leading public consultation and engagement event
2. Showcase your thought leadership to the industry
3. Network with hundreds of public consultation professionals
4. Build brand awareness
5. Gain insights into the industry’s needs

*Limited exhibit space and sponsorship packages are available.

Who you will meet...

- Government (Municipalities/Provincial/Federal): 51%
- Energy & Utilities: 17%
- Consultants, Engineers & Planners: 19%
- Aboriginal Communities: 6%
- Others: 7%

PAST ATTENDEES

Don’t Miss This Opportunity to be at the Centre of the Action!
To learn more, contact Jason Entine at 1-866-298-9343 ext. 272 or email entine@strategyinstitute.com

START THE CONVERSATION BEFORE THE SUMMIT!

Share your thoughts and get your opinions heard: @PublicEngagemnt, #PubCon17
Join the community on LinkedIn: Public Consultation & Engagement Forum – Canada

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December 6 - 7, 2017 | Workshop on December 5th
Toronto Airport Marriott Hotel

ATTENTION MAILROOM: If undeliverable to addressee, please forward to:
Director/Manager: Stakeholder & Community Relations, Communications & Consultation, Planning/Infrastructure, Environmental Assessment, Public Affairs, and Corporate Social Responsibility

Registration fee: Subject to 13% HST. The Regular investment includes lunch, 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 29th & October 27th, 2017. 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 22nd, 2017. 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.

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