



## Communication Officers Forum

Tuesday, June 11, 8:30 am – 4:00 pm  
Westin Bayshore, Vancouver

*Engage – Building Better Community Relationships. This year's day-long communications forum includes presentations on:*

- *reconciliation with indigenous peoples;*
- *apps that serve;*
- *online engagement;*
- *regional engagement and raising the bar with IAP2; and*
- *an interactive panel on best uses for video*

*Join us to learn about best practices, tips, and tools to enhance community awareness and support for local government services – and expand your professional communications network.*

**8:30 am**      **CHECK IN**

**8:45 am**      **INTRODUCTION and WELCOME**  
Host: **Therese Mickelson**, Mickelson Consulting, Inc

**8:50 am**      **WHAT IS RECONCILIATION?**  
Presenter: **Patrick D. Kelly**, Past Board Chair, Coastal First Nations

**9:50 am**      **BREAK**

**10:00 am**      **TAKING THE ENGAGEMENT TALK IN YOUR ORGANIZATION TO THE NEXT LEVEL – IAP2 AND BEYOND**  
Presenters:  
**Natasha Horsman**, Manager of Communications & Strategic Initiatives, Municipality of North Cowichan  
**Lisa Moilanen**, Communications Coordinator, Regional District of Nanaimo and Past President IAP2 BC Chapter  
**Kris Schumacher**, Manager, Communications & Engagement, Cowichan Valley Regional District

Drafting and revising Engagement policies, frameworks, workbooks & more, sound familiar? We have had great success doing so collaboratively by integrating the IAP2 Spectrum, Principles & Values into documents that support staff, elected officials and transparently show the public how and when they can be engaged to help make better decisions. Come and learn from our experiences in our interactive session, be sure to bring your own successes and challenges so we can continue the Engagement Talk together.

**11:00 am**      **BREAK**

**11:10 am**      **WASTE WIZARDS**  
Presenters:  
**Christina Moore**, Communications Manager, District of Squamish

**Shannon White**, Sustainability Coordinator, District of Squamish  
**Rachel Boguski**, Communications Coordinator, District of Squamish

**12:00 pm**      **LUNCH BREAK**

**1:00 pm**      **ONLINE ENGAGEMENT**

Presenter: **Veronika Stewart**, Communications Manager, City of Prince Rupert

In February 2019, the City of Prince Rupert launched a new online engagement platform with Smart Communities funding. So far, Prince Rupert has used it to collect opinions and desires regarding downtown revitalization, emergency preparedness in the community, satisfaction with recreation services, and our annual budget and more. Find out about the successes of these projects, lessons learned, and the City's plans to continue to improve use of the platform and to coordinate in-person engagements that will support and enhance our new online efforts.

**1:45 pm**      **DIGITAL ADS AND ONLINE MARKETING**

Presenter: **Cristy Houston**, Marketing & Communications Coordinator, City of Richmond

Expand your municipality's marketing mix with an introduction to Digital Advertising. Learn about terminology, ad types and placements and dig a bit deeper with targeting, ad serving platforms and important questions to ask your ad reps.

**2:30 pm**      **BREAK**

**2:45 pm**      **STEP AWAY FROM THE PSA: TAKE VIDEO THE NEXT LEVEL TO CONNECT WITH YOUR COMMUNITY ONLINE**

Presenters:

**Fraser McKeen**, Partner, True Calling Media

**Cyrus Mavalwala**, Founder, Advantis Communications

**Rebecca Traub**, CEO & Producer, Populist

How can your local government raise the communications bar with video? This interactive panel will feature storytelling that highlights video tips and techniques, including recommendations for local government must-dos and pitfalls to avoid.

**4:00 pm**      **WRAP UP**

**Fees:**      \$305 + GST (Early Bird); \$345.00 (after April 18)      \* *lunch and refreshments will be provided*

**Registration:** To register online, please [click here](#), or visit [www.lgma.ca/lgma2019](http://www.lgma.ca/lgma2019) to view additional Conference event information.



Participants are invited to the **"Hats Off" President's Welcome Reception** to help kick-off the LGMA's Annual Conference "Focused on the Future".

Tip your hat to friends old and new. The welcome reception is being held at 5 pm on the showcase floor.