5th Annual Summit on PUBLIC CONSULTATION & ENGAGEMENT

December 1 - 2, 2015 // Four Points by Sheraton, Toronto Airport

New, Proven Approaches to Transform your Public Consultation Toolkit and Improve Project Buy-in

FEATURED SPEAKERS

Darren Fry,
Director, Strategic Growth,
Walker Environmental

Randall Arsenault,
Police Constable, Community Engagement Officer,
Toronto Police Service

Judy Pfeifer,
Vice-President, Strategic Communications,
Metrolinx, Toronto (ON)

Tracie Smith,
Senior Director, Communications & Engagement,
Thunder Bay Regional Health Sciences Centre (ON)

Mary Simon,
Chair,
National Committee on Inuit Education, Ottawa (ON)

NEW THIS YEAR

- Latest developments in Aboriginal consultation: Pacific Northwest LNG project
- New topics including Proponent Fatigue and Engagement Charters
- Polling technology to interact with your peers
- Exclusive workshops on Stakeholder Fatigue and E-consultation
- Breakout sessions on Non-traditional Public Consultation and Aboriginal Consultation

www.publicconsultationcanada.com

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Welcome to the leading Canadian summit on Public Consultation and Engagement! This is the only event in Canada to help you improve participation and maximize project success.

Featuring exclusive case studies from across Canada, take away practical solutions and proven tools to deliver meaningful engagement and consultation.

Tap into the collective wisdom of industry experts and your peers to tackle e-consultation, stakeholder fatigue, youth engagement, transparency, and more.

Transform your approach to aboriginal consultation by learning directly from the Chief of the Squamish First Nation, who will present on the Pacific Northwest LNG project, the largest in Canada.

We look forward to you joining your peers at this special gathering. Exchange ideas and re-ignite your passion to make a difference in your community!

Your Public Consultation Team
Strategy Institute

**EVENT IN NUMBERS**

- **20+** SPEAKERS
- **7** INDUSTRIES REPRESENTED
- **10** IN-DEPTH CASE STUDIES
- **8+** HOURS OF NETWORKING

**TAKE AWAY 10 SOLUTIONS TO YOUR CHALLENGES**

- **Meaningful Engagement**: Source new methods to effect change
- **Social Media**: Leverage technology to reach more people
- **Aboriginal Consultation**: Adopt strategies for negotiation and collaboration
- **Digital Tools**: Enhance your existing best practices to increase your success
- **Stakeholder Fatigue**: Transform negativity into greater participation
- **Open Democracy**: Inform your citizens and stakeholders through every process
- **E-consultation**: Increase your reach, feedback and opinions
- **Proponent Fatigue**: Explore how to use resources to avoid stalemates
- **Transparency**: Communicate with stakeholders from beginning to end
- **Youth Engagement**: Leverage different mediums to connect with youth

**WHO WILL YOU MEET AT THIS EVENT**

**Public Sector (Government, Aboriginal and Community Groups) and NGOs**

- Build awareness and transparency for your engagement campaigns
- Maximize citizen participation using digital tools
- Adopt social media initiatives to address and gain greater feedback
- Promote long-term relationships with opponents, stakeholders and proponents

**Regulated Industries, Utilities, and Developers Energy (Oil & Gas, Wind, Hydro), Mining, Infrastructure & Transportation**

- Gain trust from your communities to ensure lasting partnerships
- Protect environmental obligations with more effective consultations
- Increase development opportunities by working with community leaders

**Urban Planners and Architects**

- Instill strategies that meet and exceed citizen and stakeholder expectations
- Create initiatives through diverse methods to establish continuous engagement
- Measure involvement across stakeholder groups and increase diversity

**Consultants, Service & Technology Providers, and PR Firms**

- Find new trends and opportunities within the industry
- Identify challenges and needs from future clients
- Understand how to build relationships with key stakeholders

Get your opinions heard. Follow us on Twitter @Sicitycentre, #PublicConsultationCanada

Join the discussion with experts & top influencers. “Public Consultation & Engagement Forum – Canada”

Register Today by Calling 1 866 298 9343 x 200
DAY ONE - Tuesday December 1, 2015

7:30 AM  Registration and Continental Breakfast

8:15 AM  Opening Comments From the Chair:
Brenda Pichette,
Director of Professional Development, IAP2

8:25 AM  KEYNOTE ADDRESS:
PACIFIC NORTHWEST LNG PROJECT, BRITISH COLUMBIA
Identify Best Practices to Engage in Ongoing Consultation
High demand for natural gas and billions of dollars in investment for western Canada have resulted in persistent consultation. First Nations communities in British Columbia have opposed the Pacific NorthWest LNG Project due to environmental ramifications. Learn from the largest public consultation in Canada to see how you can adopt strategies for:
- Environmental outcomes
- Social license and responsibility
- Understanding public outcry
- Recognizing first nations communities as rights holders

Ian Campbell,
Chief, Squamish First Nation (BC)

9:25 AM  CASE STUDY: RETHINK LONDON
How to Implement Engagement Strategies for Current and Future Projects
The city of London began a multi-year master plan to develop goals for future transportation, neighbourhoods, public spaces, and infrastructure. Discover how you can develop an ongoing engagement strategy. Adopt best practices to:
- Set goals for a multi-year master plan
- Identify champions within the community
- Maximize participation
- Create a platform for shared discussion on the public’s terms

John Fleming, MCIP, RPP  Managing Director, Planning and City Planner, City of London (ON)

9:55 AM  Peer discussion with speakers

10:05 AM  Mid-morning Networking Break
Interact with conference speakers and fellow attendees. Secure important new business contacts and talk about challenges and developments within public consultation.

10:35 AM  WORLD CAFÉ: INTERACTIVE PEER DISCUSSION
Walk Through Your Key Challenges in Public Engagement
Engage in dialogue with fellow community and stakeholder engagement practitioners. In this interactive session, find solutions to the greatest obstacles facing your organization. In small groups, explore best practices, innovations and tools to:
- Mitigate differences between stakeholders
- Engage the silent majority
- Work with small budgets
- Develop methods and tools to engage

Incorporate your own pressing concerns into the conversation!

11:15 AM  INDUSTRY EXPERT: STAKEHOLDER RECRUITMENT
Increase Participation by Reaching the Stakeholders You Need to Move Projects Forward
Gaining the appropriate feedback for your projects is key to moving forward with implemented initiatives. Learn the tools you need to distill information, establish trust and provide transparency. Adopt best practices to:
- Improve recruitment through obligations to act
- Provide all necessary information for informed participants
- Build trust and consistency for recurring consultations

Develop a blueprint to attract and increase the stakeholders you need for meaningful engagement.

I have noted many strategies and tools to enhance engagement within a public organization. Good variety.”
Janis Crawford | Hydro Quebec
11:45 AM

**Case Study: Thunder Bay Regional Health Sciences Centre**

**Reaching Out: Applying Multiple Strategies to Engage Diverse Internal and External Stakeholders**
The TBRHSC employed a major engagement strategy to produce a five-year strategic plan that meets the need of the community it serves. They worked with over 1,300 individuals to gather input on the impact of this plan. Source how you can:

- Reach and engage internal and external stakeholders
- Apply input to develop a multi-year plan
- Foster ongoing stakeholder engagement to ensure continued relevance of the plan

Hear how you can take away strategies to meet the needs of your community.

Tracie Smith, Senior Director, Communications & Engagement, Thunder Bay Regional Health Sciences Centre

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12:15 PM

Peer discussion with speakers

12:30 PM

Networking Luncheon

Join the conference speakers and your peers for a relaxing luncheon.

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1:30 PM

**Industry Expert: Digital Media**

**Utilize Digital Media to Gain Distinctive Methods of Engagement**
Engage your stakeholders in a non-traditional way to increase participation. Maximize how you can use digital content to increase your reach to people who are hard to engage. Source best practices to:

- Gain more exposure
- Invest in tools that get the most results
- Improve on your ability to reach larger and diverse participants
- Establish how to do more with less resources

Walk away with a strategy for how you can use digital media for faster engagement.

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2:00 PM

**Case Study: Electrical Safety Authority**

**How to Engage Your Community on a Daily Basis**
The Electrical Safety Authority is both a safety regulator and advocate mandated by the Government of Ontario to enhance public electrical safety in the province. It has an explicit commitment to consider stakeholder perspectives in decision-making. Learn from the approach, successes and challenges of ESA to:

- Formulate methods to maintain sustained and project-based stakeholder engagement
- Manage internal and external expectations
- Cope with challenges of stakeholder burn out

Examine how sustained and project-based engagement can be planned and coordinated.

Nancy Evans, C. Dir. Vice President, Communications and Stakeholder Relations, Electrical Safety Authority

Farrah Bourre, Manager, Communications and Stakeholder Relations, Electrical Safety Authority

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2:45 PM

**Case Study: City of Hamilton**

**Learn How to Develop an Engagement Charter**
The City of Hamilton has created a new charter for a 25-year plan and modern vision for the future of the city. Master how you can establish value and know what engagement means to your stakeholders. Adopt innovative strategies to:

- Develop a strategic plan
- Train citizens on your charter
- Create actionable policies

Acquire best practices to develop and implement your own engagement charter.

Chris Murray, City Manager, City of Hamilton

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3:15 PM

Peer discussion with speakers

3:30 PM

Mid-Afternoon Networking Break

4:00 PM

**Industry Expert: IAP2 Canada**

**Understand International Certification for Public Participation to Advance Innovation**
Analyze the effectiveness of international certification for public participation in Canada. Learn more about IAP2 youth involvement initiatives, research and advocacy for your organizations. Delve into:

- Educational initiatives
- Public participation that involves students and youth
- Practice through collaborating

Develop new methods for innovative public participation.

Brenda Pichette, Director of Professional Development, IAP2 Canada

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4:15 PM

**Case Study: National Strategy on Inuit Education**

**Adopt Community Engagement Tools to Advance Programs**
The Inuit Strategy for Education is being implemented in pieces through pilot projects. Understand how you can gain support from community stakeholders to develop a firm plan for growth and change. Adopt solutions to:

- Engage government leaders federally and provincially
- Maximize participation
- Encourage stakeholders to be role models

Gain tools for community engagement with multiple stakeholders.

Mary Simon, Chair, National Committee on Inuit Education, Ottawa (ON)

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4:45 PM

Conference Adjourns to Day Two

5:00 PM

Join us for a Relaxing and Restorative Session
Take some time for 3 great relaxation and stress management strategies.

5:20 PM

Evening Social Activities
Day Two - Wednesday December 2, 2015

8:00 AM  Registration and Continental Breakfast

8:45 AM  Opening Comments From the Chair:

In a culture of participation, people feel their ideas are being heard and they contribute their best insights. Information and ideas are shared and everyone is able to become significantly engaged in the conversations. People listen to each other and learn from their perspectives. Let us all participate!

Jo Nelson, Principal, ICA Associates Inc

KEYNOTE ADDRESS: TORONTO POLICE SERVICES

Law Enforcement and Use of Social Media to Engage Communities

The Toronto Police Services are building partnerships and have a diligent role in proactive community relations. In this interactive session, hear from an award-winning Police Constable on how you can exhibit constructive dialogue, share knowledge, maximize engagement, and apply the same techniques to your organization. Learn how to:

• Build online profiles
• Create opportunities to educate
• Identify ways to engage youth

Source innovative strategies to harness social media to engage with your communities.

Randall Arsenault, Police Constable, Community Engagement Officer, Toronto Police Services

Breakout A

9:45 AM  Modern Methods of Public Consultation & Social Media

Public consultation methods today include much more than the traditional face-to-face meetings or town hall forums at a specified time. Social media, on-site workshops, digital interactions, and other tools have proved to increase ways that the public can be consulted, contacted and involved in particular issues. In this session, we will examine how you can implement new techniques to reach your citizens, stakeholders and partners in innovative ways.

• Improve public and stakeholder engagement
• Mediate dispute resolution
• Identify obstacles and hard to reach audiences
• Respond to cultural sensitivity
• Maximize the impact of stakeholder engagement
• Measure the effectiveness of social media
• Engage the public forum consistently on multiple issues
• Clarify misinformation on social media
• Incorporate online tools
• Apply use of social media

Antonio Gomez-Palacio, Principal, DIALOG
Sarah Harris, Communications Director, Civic Action Toronto
Marc Valois, Senior Consultant, Facilitator and Trainer, Intersol | Lean Advisors

Breakout B

9:45 AM  Aboriginal Consultations

Gather realistic perspectives for consultation in aboriginal communities. In this session, learn how you can maintain mutually beneficial partnerships by addressing social, environmental and economic components. Address corporate social responsibility, industry and aboriginal communities’ roles.

• Connect with rights holders
• Expand on outreach
• Act on positive and negative results
• Enhance the role of Aboriginal communities
• Ensure collaboration at all stages
• Measure the effectiveness of engagement techniques
• Build partnerships that go beyond initial consultation
• Establish frameworks for sustainability
• Tailor delivery-model solutions

Eddison Lee-Johnson, Community Development Manager, Fort McKay Metis Community Association (AB)
Jane Dickson, PhD (Law) Associate Chair & Associate Professor of Law and Criminology, Department Law & Legal Studies, Carleton University
Tarja Heiskanen, Manager, Screening & Assessment Services, Thunder Bay Regional Health Sciences Centre

10:45 AM  Mid-Morning Networking Break

Interact with conference speakers and fellow attendees. Secure important new business contacts and talk about challenges and developments within public consultation.

11:15 - 11:45 Breakouts Continue

Register Online at www.publicconsultationcanada.com
Build Relationships to Decrease Proponent Fatigue

As much as there is stakeholder fatigue, proponent fatigue is the other side of the spectrum. Gain a better understanding of how to collaborate and minimize fatigue on all fronts. Understand how you can mitigate delays to gain faster results. Delve into:

- Effective use of resources
- Opportunities to support informed decision making
- Improving relations to keep parties engaged

Acquire strategies to reduce proponent fatigue.

Darren Fry, Director, Strategic Growth, Walker Environmental

Dissect how to Create Collaborative Strategies in Your Municipalities

In 2014, Toronto City Council directed staff to develop a Poverty Reduction Strategy focusing on community engagement. Find out how you can create a collaborative process with co-leadership in your own community. Adopt practices to:

- Empower community leaders
- Support open dialogue
- Build a common understanding of the issues and solutions

Learn how you can build momentum by implementing engagement through a phased approach.

Dena Warman, BES, MSc, MCIP, Policy Development Officer, Social Policy, Analysis and Research, Social Development, Finance & Administration Division, City of Toronto

Increase Awareness and Meet Benchmarks

Join the Public Consultation & Engagement Family Feud Game by responding to surveys. Help your colleagues on stage to guess what your answers are in real-time through entertaining case studies and examples from your peers. Hear what the survey says!

Table Top Exercise – Family Feud

Demonstrate how Public Consultation Improves Outcomes

Waterfront Toronto mandates public consultation on its projects in order to encourage community input, interest and engagement in the revitalization of Toronto’s waterfront. The revitalization of Queens Quay – Toronto’s main waterfront street – is a project that featured continuous and transparent engagement from the community for over three years. Learn how you can utilize different approaches to public consultation. Source insights on:

- Including the public as part of the design process
- Gauging impacts of projects on communities
- Activating meaningful stakeholder advisory bodies
- Driving better project outcomes

Provide forums for feedback to determine how you revitalize neighbourhoods.

Andrew Hilton, Director Communications and Public Engagement, Waterfront Toronto

Excellent networking contacts and new ideas. Very impressed with dedicating a stream to aboriginal communities’ relations and engagement.”

Jason Darrah | City of Edmonton
POST-CONFERENCE WORKSHOPS
Thursday December 3, 2015

Workshop A 9:00 AM - 12:00 PM

Turn Stakeholder Fatigue into a Passion for Participation
Sustain stakeholder engagement by building trust and increasing interaction. Whether you are consulting with the same stakeholders, daily, monthly or annually, channel their feedback and perspectives to advance your initiatives. In this interactive workshop discuss and produce a product that you can use. Work through:

1. Tools for small consultations
2. How to engage the next generation of stakeholders
3. How to make it easier for people to participate and be actionable
4. How to use or not use irrelevant information
5. How to identify leadership
6. Budget restrictions

John Miller, CPF, CTF, BA, MA, Principal, Group Facilitator, and ToP Trainer, ICA Associations (ON)
Phyllis Mockler-Caisse, Director Public Engagement/Strategic Program Review Secretariat, Executive Council Office, Province of New Brunswick

Workshop B 1:00 PM - 4:00 PM

E-consultation the Future of Public Consultation
Is e-consultation the future of public consultation? Explore in this interactive workshop how to reach more stakeholders through multiple platforms. Learn how you can apply more than one technique to gain the information and feedback you need.

1. Online tools
2. Move consultation out of the physical space and into the digital space
3. Cost-effectiveness
4. Maximize your exposure
5. Accomplish engagement through multiple platforms
6. Gain diverse feedback and opinions

Marc Valois, Senior Consultant, Facilitator and Trainer, Intersol | Lean Advisors

"The topics and presentations were very informative. Speakers are knowledgeable of the content and the learning process is great."
Eddison Lee-Johnson | Fort McKay-First Nation

"I appreciate the diversity and people from different areas of expertise and backgrounds. I think it’s great that we are brought together to discuss public engagement."
Yu San Ong | Hydro One

STAYING AT THE HOTEL HAS IT’S ADVANTAGES
Four Points Toronto Airport hotel is conveniently located across from Toronto Pearson International Airport, Terminal 3 and less than 30 minutes from downtown Toronto. Make yourself at home at our conference venue with access to the heated indoor pool, whirlpool & state-of-the-art fitness centre.

Benefits of staying at the hotel include...

Networking: Onsite social activities for conference attendees and speakers

Upscale Amenities: After a long day unwind in our fitness centre and indoor heated pool, grab a bite at De Maple Restaurant and Lounge, or enjoy a Best Brew TM.

Convenience: Enjoy a free dedicated 24-hour airport shuttle, easily accessed at Terminal 1 and Terminal 3!

Book your accommodations at the Four Point by Sheraton Toronto Airport by October 30th, 2015 for an exclusive rate of $120/night by mentioning “Public Consultation by Strategy Institute”, when you call 1-866-716-8133

6257 Airport Road
Mississauga, Ontario
L4V 1E4 Canada

Phone: 905-678-1400
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Register Online at www.publicconsultationcanada.com