

Building Consensus & Connections in Public Affairs

Date: October 23 – 34, 2023

Locations:

- Main Conference: University of Calgary Downtown Campus
- Evening Receptions: Cold Garden (Day 1) & Fonda Fora (Day 2)

Register: [Annual Conference 2023 \(publicaffairs.ca\)](https://publicaffairs.ca)

Day 1 (half-day afternoon)

Monday, October 23, 2023

12:30 – 1:30 p.m.	Registration and Check-in
1:35 – 1:40 p.m.	Welcome from PAAC Alberta President <i>Sabrina Grover, Founder and Principal, Shakti Strategies</i>
1:45 – 2:15 p.m.	Keynote Address – Building Consensus & Connections in Public Affairs
2:30 – 3:10 p.m.	Breakout Session Roundtables – Make Meaningful Connections
3:15 – 4:00 p.m.	West of Centre CBC Podcast Panel Recording
4:00 – 4:30 p.m.	Networking Coffee Break
4:30 – 5:30 p.m.	Panel – Building and Leading Effective Teams in Vast Changing Environment
5:30 p.m.	Wrap Up Day One
5:30 – 7:00 p.m.	Break
7:00 p.m. – onwards	Public Affairs Pub & Eats at Cold Garden <i>Unwind with fellow delegates over beer, pizza & appetisers at a local brewery</i>

Day 2 (full day)

Tuesday, October 24, 2023

8:00 – 9:00 a.m.	Registration and Check-in <i>Coffee, tea and juice will be served</i>
9:00 – 9:05 a.m.	Welcome from PAAC President <i>Alexis Easton, Chief Public Affairs Officer, Royal Ontario Museum</i>
9:05 – 9:55 a.m.	Fireside Chat – Effective Advocacy & Reconciliation: Engagement with Indigenous Communities
10:00 – 10:30 a.m.	Networking Coffee Break & Breakfast <i>Light breakfast will be served</i>
10:30 – 11:25 a.m.	Panel – Public Affairs Masterclass
11:30 – 12:25 p.m.	Panel – Using Digital and Traditional Media to Effect Advocacy
12:30 – 12:45 p.m.	Award of Distinction Address
12:45 – 2:15 p.m.	Award of Distinction Lunch – Leader’s Lunch
2:15 – 2:30 p.m.	Case Study #1 – Taking Care of Your Mental Health and Avoiding Burnout
2:35 – 2:50 p.m.	Case Study #2 – The Role of Research in Regulatory Advocacy
2:55 – 3:15 p.m.	Case Study #3 – Starting Your Own Practice
3:20 – 4:00 p.m.	Panel – Bridging Political Divides and Fostering Collaboration
4:05 – 5:00 p.m.	Panel – Building Proactive and Reactive Strategies

5:00 – 5:10 p.m.	Wrap Up <i>Summary of key takeaways & closing remarks</i>
5:10 – 7:00 p.m.	Break
7:00 – 10:00 p.m.	Evening Reception at Fonda Fora <i>Continued networking and celebration over margaritas, hors d'oeuvres, and Mexican fare!</i>

Questions or interested in speaking? Contact PAAC's Managing Director, [Lois Marsh](#).

Partner with us: Contact PAAC's Sponsorship Chair, [Melissa Carvalho](#).