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)]

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** *Sabrina Grover, Founder and Principal, Shakti Strategies*
1:45 – 2:30 p.m.	**Premier of Alberta Danielle Smith Keynote Address + Meet & Greet** *The Hon. Danielle Smith will share her vision for the Province and speak to the importance of collaboration in politics and public life.* *Sponsored by: Alberta Grains.*
2:30 – 3:10 p.m.	**Breakout Session Roundtables – Make Meaningful Connections** *Participate in breakout session roundtables with ice breakers to build connections at the outset of the conference. Sponsored by: designACE.*
3:15 – 4:00 p.m.	**West of Centre CBC Podcast Panel Recording** *Host Kathleen Petty will dive into a conversation about federal/provincial relations and ask the panel how regional divides can be overcome to solve national challenges.*
4:00 – 4:30 p.m.	**Networking Coffee Break**
4:30 – 5:30 p.m.	**Panel – Building and Leading Effective Teams in Changing Environments** *Panelist with share strategies to cultivate adaptable and high-performing teams capable of thriving amidst dynamic and evolving landscapes.* ▪ *Kevin Bosch, Managing Partner and Co-founder, Sandstone Group* ▪ *Karen Ball, President & CEO, Calgary Chamber of Voluntary Organizations* ▪ *Rob LeForte, Founder, First Lake Solutions*
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** *Unwind with fellow delegates over beer, pizza & appetisers at a local brewery*

**Program will be updated as panelists are confirmed.*

Day 2 on following page.

Day 2 (full day)

Tuesday, October 24, 2023

8:00 – 9:00 a.m.	**Registration and Check-in** *Coffee, tea and juice will be served*
9:00 – 9:05 a.m.	**Welcome from PAAC President** *Alexis Easton, Chief Public Affairs Officer, Royal Ontario Museum*
9:05 – 9:55 a.m.	**Fireside Chat – Engagement with Indigenous Communities** *Discussion on fostering dialogue and collaboration with indigenous communities to promote reconciliation.* ▪ *Matthew Foss, Vice President Research & Public Policy, Canadian Council of Aboriginal Business*
10:00 – 10:30 a.m.	**Networking Coffee Break & Breakfast** *Light breakfast will be served*
10:30 – 11:25 a.m.	**Panel – Public Affairs Masterclass** *Panelists discuss their best practices and expertise as seasoned public affairs professionals.* ▪ *Gabriela Gonzalez, Senior Manager, Government Affairs, TELUS* ▪ *Chad Rogers, Partner, Crestview* ▪ *Candace Laws, Director of GR, University of Calgary*
11:30 – 12:25 p.m.	**Panel – Using Digital and Traditional Media to Effect Advocacy** *Panelists explore the synergistic use of digital and traditional media channels to enhance advocacy efforts and amplify impactful messages.* ▪ *Doug Schweitzer, Senior Advisor, Deloitte*
12:30 – 12:45 p.m.	**Award of Distinction Address** *Since 2001, PAAC has presented an Award of Distinction to a member of the public affairs community who, over their career, has made a significant contribution to public affairs in Canada.*
12:45 – 2:15 p.m.	**Award of Distinction Lunch**
2:15 – 2:30 p.m.	**Case Study #1 – Taking Care of Your Mental Health and Avoiding Burnout** ▪ *Emile Sheffield, Head of Communications, Neo Financial*
2:35 – 2:50 p.m.	**Case Study #2 – The Role of Research in Regulatory Advocacy** ▪ *Hande Bilhan, Principal & Co-Founder, Golfdale Consulting*
2:55 – 3:15 p.m.	**Case Study #3 – Starting Your Own Practice** ▪ *Alex Middleton, Principal, Champion Communications*
3:20 – 4:00 p.m.	**Panel – Bridging Political Divides and Fostering Collaboration** Panelists dive into bridging political divides by fostering collaboration and promoting constructive dialogue among diverse stakeholders to address pressing issues. ▪ *Laila Adams, Principal, Adam Strategies* ▪ *Melissa, Director of Advocacy Western Canada, Global Public Affairs*

4:05 – 5:00 p.m.	**Panel – Building Proactive and Reactive Strategies** *Panelists share their experiences developing both proactive and reactive strategies in public affairs, equipping attendees with comprehensive approaches to navigate complex political landscapes effectively.* ▪ *Nathan Mison, President, Diplomat Consulting* ▪ *Hardave Birk, Director, Government Relations, Rogers Communications*
5:00 – 5:10 p.m.	**Wrap Up** *Summary of key takeaways & closing remarks*
5:10 – 7:00 p.m.	**Break**
7:00 – 10:00 p.m.	**Evening Reception at Fonda Fora** *Continued networking and celebration over margaritas, hors d'oeuvres, and Mexican fare!*

Questions or interested in speaking? Contact PAAC's Managing Director, **Lois Marsh**.

Partner with us: Contact PAAC's Sponsorship Chair, **Melissa Carvalho**.

**Program will be updated as panelists are confirmed.*