

April 2014

## President's Message

Welcome to the April edition of the PAAC monthly journal.

On March 28 we had a huge turnout for Greg Lyle's insightful and timely presentation on Ontario's political landscape and what appears to be a tough election race later this spring. Greg took us through his polling data and analysis to show how each political party has the potential to form government and what ballot questions /scenarios would work best for them.

This month I want to draw your attention to our annual conference at the end of May "The Art and Science of Public Affairs: The Permanent Campaign". We have an exciting line-up of speakers and panels this year: Our first session includes Darrel Bricker, CEO of Ipsos Global Public Affairs and Brian Topp, Partner of KoolToppGuy Public Affairs discussing how the permanent campaign impacts public affairs professionals. Other panels include Brad Lavigne and Mark Towhey speaking on how to frame public affairs discourse—the citizen vs. the taxpayer. We also have sessions on data mining and effective media buying strategies and a federal pundit's panel featuring key media personalities from Parliament Hill. All in all it promises to be a great event and we hope to see you there.

In other news, the PAAC is proud to have become a Major Sponsor of the Ontario Legislative Internship Programme (OLIP). Planning is now underway to design some mutually beneficial events for the interns and our membership this fall – stay tuned for further details. We also continue to monitor potential changes to Ontario's lobbying laws through proposed amendments to the province's Lobbyist Registration Act, 1998. PAAC will be drafting a submission in the coming weeks to ensure our voice is heard in this debate.



John Capobianco – PAAC President



Find us on  
**Facebook**



Follow us on  
**Twitter**



**LinkedIn**

### Upcoming Events

#### The Arts & Science of Public Affairs – The Permanent Campaign

Thursday May 29<sup>th</sup>, 2014  
40 King Street West, 44<sup>th</sup> Floor  
Toronto, Ontario

[View Details](#)

# The Art and Science of Public Affairs – The Permanent Campaign

**Thursday May 29<sup>th</sup>, 2014**  
**40 King Street West, 44<sup>th</sup> Floor**  
**Toronto, Ontario**

Time	Session	Speakers
7:45am	<u>Registration/Breakfast</u>	<b>Sponsor:</b> Borden Ladner Gervais LLP
8:30am	<u>Session 1: Key Note</u>	TBC
9:00am	<p><b>Session 2: The Permanent Campaign – Implications for Public Affairs Professionals</b></p> <p>In public affairs and politics the permanent campaign is more than a meme – it’s the way of doing business. Explore what the shift from “campaign” to program means for you and your public affairs planning.</p>	<p>Dr. Darrel Bricker, CEO – Ipsos Global Public Affairs</p> <p>Brian Topp, Partner – Kool Topp &amp; Guy</p>
10:00am	<u>Refreshment Break</u>	<b>Sponsor:</b> Borden Ladner Gervais LLP
10:15am	<p><b>Session 3: Citizen or Tax Payer – Framing the Public Affairs Discourse</b></p> <p>An important part of the permanent campaign is how we talk about government, understand stakeholders and develop our message. Where once the “citizen” ruled, today it is the “tax payer”. How does this frame affect the way we talk and think about public affairs?</p>	<p>Joseph Ragusa, Principal - Sussex Strategy Group</p> <p>Brad Lavigne, Vice President – Hill and Knowlton Canada</p> <p>Mark Towhey, Radio Host - NewsTalk 1010</p> <p>Michelle Wasylyshen, Manager Government Relations – Enbridge Inc.</p>
11:45am	<b>Luncheon</b>	<b>Sponsor:</b> Insurance Bureau of Canada
1:45pm	<p><b>Session 4: Data Mining and CRM – What to Do and How to Do It</b></p> <p>A little bit of knowledge can be a dangerous thing, but a lot can be, well hard to manage. Learn how the professionals use data mining to get the information and employ CRM to manage it. Your public affairs program will thank you!</p>	<p>Matt Smith, Senior Director, Research &amp; Engagement – Stratcom Strategic Communications</p>

## The Art and Science of Public Affairs – The Permanent Campaign

Time	Session	Speakers
2:45pm	<p><b><u>Session 5: Selling Your Story – Essentials of an Effective Media Buy</u></b></p> <p>You have the data, a great message and you’ve identified your target audience, great. But how to you get the message to them. An effective media buy doesn’t just happen. Learn how, where and why from some of the best in the business.</p>	Ted Griffith, Chief Strategist – The Fixers Communications Group Inc.
3:45pm	<b>Refreshment Break</b>	<b>Sponsor:</b> Borden Ladner Gervais LLP
4:00pm	<p><b>Session 6: Federal Pundit Panel</b></p> <p>We bring together a panel of the best to share with you their thoughts and insights about today and tomorrow in Canadian politics.</p>	<p>David Akin, National Bureau Chief – Sun Media</p> <p>Warren Kinsella, Columnist – Sun News</p> <p>Tim Harper, National Affairs Columnist – Toronto Star</p>
5:30pm	<b>Presidents’ Reception</b>	<b>Sponsor:</b> Borden Ladner Gervais LLP and Andrew Hanna & Sons

<b>Member</b>	\$287.61 + \$37.39 HST = \$325.00
<b>Non-Member</b>	\$353.98 + \$46.02 HST = \$400.00
<b>Student</b>	\$44.25 + \$5.75 HST = \$50.00

**REGISTER HERE**

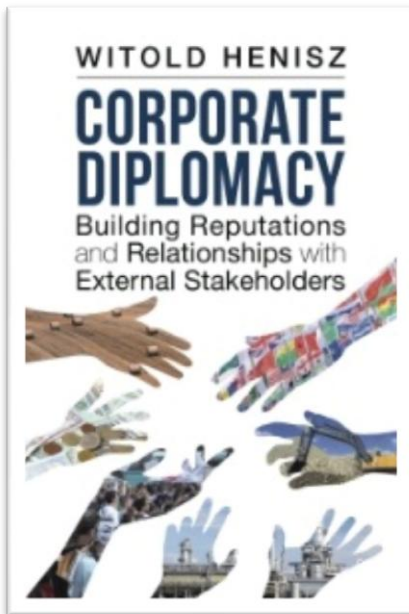
### PAAC Welcomes New Members

**Erin Fotheringham**  
 Ontario Association of  
 Food Banks

**Brenda Main**  
 Bayer Crop Science Inc.

**Jeff Roach**  
 Seneca College

## Corporate Diplomacy: Building Reputations and Relationships with External Stakeholders



Managers of multinational organizations are struggling to win the strategic competition for the hearts and minds of external stakeholders. These stakeholders differ fundamentally in their worldview, their understanding of the market economy and their aspirations and fears for the future. Their collective opinions of managers and corporations will shape the competitive landscape of the global economy and have serious consequences for businesses that fail to meet their expectations.

**Due in May**, this important new book argues that the strategic management of relationships with external stakeholders – what the author calls "*Corporate Diplomacy*" – is not just canny PR, but creates real and lasting business value.

Using a mix of colorful examples, practically relevant tools and considered perspectives, the book hones in on a fundamental challenge that managers of multinational corporations face as they strive to compete in the 21st century. Most of the firms profiled in the book are now at the frontier of *corporate diplomacy*. But they didn't start there. Many of them were motivated by past failings. The book draws on their experiences to take the reader to the forefront of stakeholder engagement and to highlight the six elements of *Corporate Diplomacy*.

### About the Author:

**Witold Henisz** is the Deloitte & Touche Professor of Management in Honor of Russell E. Palmer, former Managing Director at The Wharton School, The University of Pennsylvania. He received his Ph.D. in Business and Public Policy from the Haas School of Business at University of California, Berkeley and previously received a M.A. in International Relations from the Johns Hopkins School of Advanced International Studies. His research examines the impact of political hazards on international investment strategy. Witold has served as a consultant for the World Bank, The Inter-American Development Bank, The Conference Board, Eurasia Group and the Department of Homeland Security. He previously worked for The International Monetary Fund.

**PAAC Member 20% Discount**

Discount Code: CDPAAC

[Click Here](#)

Valid until June 1<sup>st</sup>, 2014

Content Provided by Stylus/Greenleaf

## PAAC Becomes Major Sponsor of the Ontario Legislative Internship Programme (OLIP)

PAAC is pleased to sign on as Major Sponsor to the highly regarded Ontario Legislative Internship Programme (OLIP) that is run out of Queen's Park. OLIP is a non-partisan educational internship designed to offer recent university graduates practical work experience while providing MPPs with well qualified staffers. Interns participate in a 10 month placement equally divided between government and opposition MPPs.



Many of the former Interns have gone on to gain successful placements in the various facets of Public Affairs that PAAC represents in the public, private and non-profit sectors. Recently, PAAC President John Capobianco and Board Member Harvey Cooper had the pleasure of meeting with OLIP Programme Director Dr. Henry Jacek and Intern Taylor Lew to discuss how our association could further support the programme.

## Public Affairs Careers

Public Affairs Advisor, Issues and Strategic Projects

Syncrude

[View Details](#)