



International Association
for Public Participation



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Trends and Changes for 2012

Social Media in the News

Social media continues to be a hot topic for those involved in community engagement. This month, our Australian Affiliate shared an excellent [article from Harvard Business Review](#) that we thought our members would enjoy as well. This blog post looks at the significant changes in social media over the past 12 months and predicts the six emerging trends for 2012.

The Globe and Mail ran its own forecast in its article, [How the Social Media Conversation will Change in 2012](#). The article predicts a number changes, in relation to customers, activation, and value-add, that will alter the social media landscape in the coming year.

Give both articles a read and let us know what you think. Do you agree? Disagree? Have your own predictions for this year? Join in the conversation on our [LinkedIn page](#) or [send us an email](#) with your thoughts.

Becoming an IAP2 Certificate Trainer

My travels, trials and triumphs!

By: Tannis Topolnisky

Hi Everyone. For those of you who do not know me, I'm Tannis, the newest member of the IAP2 Certificate Training community. I've had a few people recently ask me questions about this process and what was involved in becoming an IAP2 trainer. I figure if they've got questions, I'm sure there are others in IAP2 with questions, so I thought I would share a bit of my experience around this process.

What drove me to become a trainer is that it brings together two of my passions;

IAP2 Needs Your Input Brand and Visual Identity Survey

Since IAP2 was established, so much has evolved with the organization, our members, and our practice. This January, it has also been a year since IAP2 transitioned from a membership-based association model to a federation of affiliates, which is paving the way for the growth of IAP2 affiliates in new countries.

So it's time we updated our brand to better reflect the modern IAP2. And we NEED your help to ensure the new brand reflects what members want and need...

The survey below will take no more than 5 minutes to complete and will close on February 22nd. This is your chance to help determine what the IAP2 brand is. We're so excited and thank you in advance for helping.

[Complete the survey now!](#)

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Events and Training

public participation and education. In my earlier days of career transition I was so very close to entering into the education field when I was lured into public participation. Over the last 10 years as my career has focused on public participation, I've found other ways to feed my love for training, but when the opportunity came up to do both it was a perfect match.

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President's Message

Leadership

By: Amelia Shaw

Your board is having their first face-to-face meeting on February 11, 2012 at the Suncor Energy Centre (150 6th Avenue SW, 17th Floor) from 8:30 to 4:00. Topics on the [agenda](#) include an update from IAP2 USA, messaging and the IAP2 Canada Story, creation of the Strategic Plan, and how to support existing and emerging Chapters. We welcome your attendance and participation.

Do you want to be part of the Affiliate Board? We want you! Each year we replace half of the Board and in 2012 we are looking to fill 5 positions. The call for nominations and a Candidate Handbook will be released the week of February 27th. Nominations will be accepted in writing from March 1 to April 1. Voting will happen between April 2 and April 20. The successful candidates will be announced at the Annual General Meeting (AGM).

Plans are underway for IAP2 Canada's second AGM. The AGM will take place on Wednesday, April 25 (starting at 10:00 Pacific, 11:00 Mountain, 1:00 Central and 2:00 Atlantic). Following up our successful January event, the Board has agreed to run the 1.5 hour AGM as an interactive webinar. If you have any questions or concerns about this meeting, please [contact me directly](#). All AGM materials will be posted on the website a week in advance of this event. Please plan to attend.

Together we can grow a strong and influential organization that will support your personal and professional success. Please send us your [emails](#), go on [Twitter](#) and use the hashtag [#IAP2](#), and add your thoughts to our [Facebook page](#). Our committees are up and running and ready for your input, guidance and leadership.

Upcoming Events

IAP2 Canada Board Meeting in Calgary - February 11

All Members Welcome

Your IAP2 Canada Board Members are looking forward to their first face-to-face



Chapter Notices

Great Lakes Chapter

Steering Committee & Work-plan

We're happy to welcome the [Great Lakes](#)

[Steering Committee](#). We have been hard at work over the last several months preparing a work plan outlining the actions we are embarking on to achieve chapter status...

A meeting is planned for the week of February 27th to get your feedback on the work-plan (draft to be posted by February 15th) and to showcase some of the exciting public participation occurring in our area.

For more information, to add your name to the contact list, or to share your talents, please [contact the committee](#).

Prairie Chapter Start-up!

Call for Interest – Prairie Steering Committee

Hello fellow public participation practitioners!

As you may be aware, there has been some discussion over the past year about launching a Prairie Chapter of IAP2. At the same time, IAP2 Canada has been working on increasing support for regional chapter development and is making some small grants available to encourage chapter development and events.

We're hoping to strike-up a steering committee of 5 to 10 people to explore setting up a Prairies Chapter of IAP2. Interested parties should contact [Michelle Holland](#) by Friday February 10, 2012.

meeting in Calgary on Saturday, February 11th. We have been meeting by telephone every month since the AGM in June, and this in-person meeting will be an opportunity to dig deeper into discussions about the vision for IAP2 Canada, and how we will move forward. In particular, [the agenda](#) will cover who we are, where we are headed, and then capturing that direction in our Strategic Plan...

You are welcome to join us at the Board meeting in Calgary on February 11. However, registration of your attendance is required.

For more information, and to confirm your attendance, please contact [Karla Reesor](#) (403) 807-2995.

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IAP2 Webinar: Social Media & Public Engagement - *The New Crossroads*

Tuesday, March 6, 12:00-1:00PM EST, Speaker: Joseph Peters, Ascentum

The past decade has seen governments and organizations increasingly engaging communities in decisions that affect them. While in-person consultations have been the traditional "go to" method of reaching out to various communities, the widespread use of social media is changing the way public participation takes place.

Join Joseph Peters from Ascentum for this webinar where he will illustrate through various examples of social media participation:

- Why governments and other organizations should consult and engage their communities (stakeholders, citizens, employees, shareholders) using social media
- How social media and other collaborative online tools have changed the way in which engagement takes place
- What they have learned from using social media to engage communities

Spaces are limited so please [register early](#).

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Call for Proposals IAP2 North America Conference 2012

Welcome to the 2012 North American IAP2 Conference! We are extremely excited to be working with our partner organization IAP2 USA to bring you this event and hope you can join us Sept. 30 through Oct. 2, 2012 in beautiful Halifax, Nova Scotia, Canada.

This [call for proposals](#) is for interested individuals, groups or organizations to present and share their insights and expertise in the P2 field. Proposals are due March 23, 2012 and questions should be directed to conference@iap2canada.ca.

[Read More](#)

What's New on the Web

Government of Canada

[Consulting with Canadians](#)

This site, developed by the Government of Canada, provides access to a list of consultations from selected government departments and agencies across the country. The site is meant to provide a single-point of access to on- and off-line consultations. Consultation events are also searchable by date, department or agency, subject, or title. This is a useful tool for those looking to track or get involved in government consultation.

[Open Government Partnership](#)

On September 20th, the Government of Canada officially signaled its intent to join the Open Government Partnership. This new international initiative is led by governments, in collaboration with the private sector, to promote transparency, accountability and citizen engagement.

Connect with us!



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