

IAP2 BC Chapter Spring Symposium  
May 15, 2013  
Blue Horizon Hotel  
1225 Robson St, Vancouver

### *Beginning With the End in Mind*

#### Symposium Overview

Values-based, decision-oriented, and goal-driven are foundational principles for IAP2 and play a significant role in public participation. **“Beginning With the End in Mind”** is the theme of this year’s IAP2 BC Spring Symposium and focuses on the goal-driven foundation.

When developing a consultation strategy, the role of stakeholders depends on the required outcome. Identifying desired outcomes at the onset of every project is imperative and the means used to make this assessment are varied.

**“Beginning With the End in Mind”** will provide valuable examples from renowned professionals who will share a project they were involved in, the solutions they agreed to and how the consultation unfolded. Presentations will be geared toward P2 practitioners who are seeking to further develop their skills in an engaging and interactive setting.

**Beginning With the End in Mind on May 15, 2013 at the Blue Horizon, Vancouver.**

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***Beginning With the End in Mind***

**Agenda**

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|--------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>8:30 am</b>     | <b>Doors open – continental breakfast and registration</b>                                                                                                                                         |
| <b>9:00 am</b>     | <b>Welcome &amp; Overview</b> <ul style="list-style-type: none"><li>➤ Catherine Rockandel – President IAP2 BC Chapter</li></ul>                                                                    |
| <b>9:05 am</b>     | <b>Session 1: Judy Kirk – Kirk &amp; Co.</b><br><b>Title: Best Practice from the Beginning = Successful Consultation in the End</b>                                                                |
| <b>10:25 am</b>    | <b>Coffee Break</b>                                                                                                                                                                                |
| <b>10:40 am</b>    | <b>Session 2: Karin Basaraba – PR Associates</b><br><b>Title: Let's get it started: Creating a social media strategy to fit your company's needs</b>                                               |
| <b>12:00 pm</b>    | <b>Lunch</b>                                                                                                                                                                                       |
| <b>1:00 pm</b>     | <b>Update on IAP2 BC Chapter - Catherine Rockandel</b><br><b>Update on IAP2 Canada - Amy Hennessy</b>                                                                                              |
| <b>1:20 pm</b>     | <b>Session 3: Andrew Brooke &amp; Marisa Espinosa – TransLink</b><br><b>Title: We Care about What Riders and Residents' Want: Striving to Building Transit Solutions that Work For Communities</b> |
| <b>2:55 pm</b>     | <b>Closing comments &amp; Thank You</b>                                                                                                                                                            |
| <b>3:15-5:00pm</b> | <b>Networking Social and Reception</b>                                                                                                                                                             |

## **Session 1: Best Practice from the Beginning = Successful Consultation in the End**

### **Judy Kirk, President, Kirk & Co.**

**Judy Kirk**, President of Kirk & Co., is recognized as one of British Columbia's leading strategic communications, public consultation and engagement specialists. For almost three decades, Judy has provided executive advisor services to some of the province's largest policy, planning and infrastructure projects and initiatives

Judy and the Kirk & Co. team have designed and implemented comprehensive programs that have supported client projects from initial planning through regulatory and environmental reviews to full operations, meeting or exceeding best practices. Demonstrating leadership in capacity building, Judy has also developed creative, effective workshops to support organizations in building their consultation and engagement capacity. Judy is regarded as one of the province's top senior facilitators, having managed hundreds of high-profile events and consultation meetings.

Under Judy's leadership, Kirk & Co. has evolved to lead in the development and utilization of online consultation methods. Kirk & Co.'s suite of eConsultation tools is an example of how Kirk & Co. is helping clients appropriately balance the use of new technologies with more traditional consultation and engagement methods.

Judy will lead this interactive session talking about the importance of incorporating best practice in the beginning of consultation planning. Judy's presentation will include examples of consultation programs Kirk & Co. has designed and implemented that incorporate best practices into consultation planning and execution.

## **Session 2: Let's get it started: Creating a social media strategy to fit your company's needs**

### **Karin Basaraba, Account Manager, PR Associates**

Even though companies have been incorporating social media into their strategies for several years now, many still haven't been able to get off the ground with social media. Those companies, especially ones with a small communications team, are intimidated by the amount of time and resources they feel it will take. Drawing on her award-winning social media work, including an IABC Gold Quill Award of Excellence, Karin will show attendees that it doesn't need to take much to get started in social media, and that it cannot only be done on a relatively small budget, but with little human resources, too. She will give attendees concrete steps and takeaways to get their social media presence off the ground in a strategic and sustainable way.

From this session you will leave with practical tactics on how to:

- Determine what social media channels are appropriate for your organization
- Get started on a social media strategy that aligns with your corporate strategy
- Respect the privacy of your audience while providing effective customer service
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**Karin Basaraba**, ABC, is an account manager with PR Associates, a public relations firm with Canada's largest and most comprehensive mining practice. She focuses on corporate communications and strategic planning, as well as social and digital media. Previously, Karin was a senior communications specialist for the Insurance Corporation of British Columbia (ICBC), where she was responsible for the development, management, implementation and measurement of ICBC's social media strategy. Karin is very involved with IABC and is the current president of the British Columbia chapter. She has won eight IABC awards, including a Gold Quill Award of Excellence for her work on developing the ICBC Twitter account, and a Silver Leaf Award of Excellence for her use of social media during ICBC's public consultation and engagement program.

### **Session 3: We Care about What Riders and Residents' Want: Striving to Building Transit Solutions that Work For Communities**

**Marisa Espinosa, Senior Manager of Service Planning, TransLink**  
**Andrew Brooke, Manager of Public Consultation, TransLink**

As the integrated, multi-modal transportation authority for Metro Vancouver, TransLink plans and delivers the transit network to help meet the unique mobility needs of the region. As land use and travel patterns change, so does demand for transit. TransLink regularly looks at the system to see how people use the various transit services available to them. When services are added or changed, people using the system experience the impacts significantly. As a result, TransLink committed to ensuring that local and regional stakeholders have timely and accurate information about service changes recommended through its plans. Through a comprehensive consultation and communication strategy, TransLink sought and encouraged the involvement of those who may be affected by the proposed changes so that their input could shape components of the plans.

Faced with trying to achieve competing objectives of providing good service while achieving cost efficiency targets, TransLink staff will share stories of how it undertook meaningful public involvement at a local scale, for an unprecedented number of proposed changes to bus services. Staff will identify the lessons learned and challenges faced, and what we heard from the community as a result to ensure early, continuing and meaningful public involvement.

**Marisa Espinosa** is the Senior Manager of Service Planning for TransLink (South Coast British Columbia Transportation Authority). Marisa's career in public transportation includes extensive experience in community engagement for planning and transportation projects, both in the United States and Canada. Active in the industry, Marisa is a graduate of the American Public Transportation Association's Leadership APTA program. She is a former Board member of the San Francisco Bay Area chapter of the Women's Transportation Seminar, an international organization that supports the advancement of women in transportation and locally. Marisa served as the Manager for Planning and Research for the San Mateo County Transit District where she worked on bus, rail, rail station and bicycle planning, and has served as Manager of Strategic Policy Initiatives at the San Francisco MTA, the seventh largest transit system in the United States. Marisa is a graduate of Stanford University and the University of California, Los Angeles, Luskin School of Public Affairs.

**Andrew Brooke** is the Manager of Public Consultation at TransLink, Metro Vancouver's regional transportation authority. In this capacity he manages the development and implementation of all public consultation and engagement strategies for the plans, projects and policies of the organization. Andrew has over ten years of community, stakeholder and government relations experience with federal, provincial and private agencies, with a focus on transportation, energy and sustainable development. He earned his MSc. in Development and Planning from the University of London and his BA in Political Science and English Literature from the University of British Columbia.