

Strategy Institute presents:

6th Annual Summit on

# PUBLIC CONSULTATION & ENGAGEMENT

Monday, December 5th - Tuesday, December 6th, 2016 // Old Mill, Toronto

9  
Award Winning  
Industry Case Studies!

Transform your digital strategy and  
build alliances to push your project forward!

## MEET + LEARN + NETWORK FROM



**Allen Fore,**  
*VP Public Affairs,*  
**Kinder Morgan**



**Bob Bjerke,**  
*Chief Planner,*  
**Halifax Regional Municipality**



**Joe Berridge,**  
*Partner,*  
**Urban Strategies**



**Melanie Coulson,**  
*Director, Content and Engagement,*  
**Canada 2020**



**Karim Mamdani,**  
*President and CEO,*  
**Ontario Shores Centre for Mental Health Science**



**Judy Pfeifer,**  
*Chief Communications and Public Affairs Officer,*  
**Metrolinx**

## Transform Your Success With:

- ✓ Digital Strategies
- ✓ Aboriginal Engagement
- ✓ Personalized Communication
- ✓ Creative Tools
- ✓ Project Approval
- ✓ Form Alliances

## Workshops:

- A** Consultation 101 – Templates and Takeaways to Design your Consultation Strategy
- B** E-consultation and The Future of Digital Public Consultation

Partners:



[www.publicconsultationcanada.com](http://www.publicconsultationcanada.com)

6th Annual Summit on

# PUBLIC CONSULTATION & ENGAGEMENT

Welcome to the 6th Annual Public Consultation and Engagement Summit, the biggest and best North American Summit of its kind! This event will transform your public consultation and engagement abilities and drive the success of your projects.

Discover what open government means for your consultation, how to push your project forward by forming alliances, and how to build positive relations to achieve the support your projects need. Determine the right investments to make in your public consultation efforts to enhance project success. Create lasting partnerships that deliver on stakeholder needs and ensure timely project completion.

Prioritize public participation and engagement! Develop open communication streams to secure stakeholder trust. Featuring keynote presentations, nine world class case studies, and six interactive sessions, you will take away comprehensive advice and practical solutions to capitalize on innovative opportunities.

Join industry thought leaders who are passionate about public consultation and engagement and who deliver amazing results!

*Your Public Consultation and Engagement Team*  
Strategy Institute

## MEET + NETWORK + LEARN FROM:



METROLINX

Toronto Community Housing



iap2

RAIC | IRAC

Architecture Canada



WATERFRONT Toronto



Ontario Shores  
Centre for Mental Health Sciences



KINDER MORGAN

URBAN STRATEGIES INC.

HALIFAX

UNIVERSITY OF GUELPH



Canada 2022

CITY OF Burlington

## EVENT IN NUMBERS

15+

Hours of  
Insight



8+

Hours of  
Networking

3

Days

6

Interactive  
Sessions



9

Case Studies

## NEW THIS YEAR

- More interactive components and networking opportunities.
- Extensive coverage of digital consultation tools.
- Workshops for new and experienced public consultation professionals.
- Open government and what it means for your public consultation.
- How to effectively implement Indigenous knowledge into your strategy.
- Hear from more sectors than ever before!

Register Today by Calling 1 866 298 9343 x 200

## TAKE AWAY 10+ SOLUTIONS TO YOUR CHALLENGES:

1. **Conquering Conflict:** Drive stakeholder involvement with exciting consultation techniques.
2. **Stakeholder-centric:** Create a stakeholder first culture.
3. **Indigenous:** Incorporate Indigenous knowledge for meaningful communication.
4. **Social:** Source ideas to innovate and boost engagement.
5. **Digital:** Leverage digital technologies to expand outreach.
6. **Personalization:** Deliver relevance and value to stakeholders.
7. **Demographics:** Involve people from all populations and age groups.
8. **Communication:** Know how stakeholders want to interact with you.
9. **Budget:** Enhance efficiency to keep costs low.
10. **Engagement:** Deliver the information that stakeholders need.

## Register Today!

Get all the updates you need on Public Consultation and Engagement. Save your spot now for Canada's largest conversation on Public Consultation and Engagement strategies.



1-866-298-9343 x 200



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## PAST ATTENDEES

AANDC ■ AECOM ■ Cameco Corporation ■ Canadian Blood Services ■ CRTC ■ Canadian Space Agency ■ Enbridge Energy ■ ENMAX Corporation ■ EPCOR ■ GO Transit ■ Hydro One ■ Hydro Quebec ■ Imperial Oil ■ Intersol Group ■ Infrastructure Canada ■ Ministry of Transportation ■ National Defence ■ National Energy Board ■ Ontario Ministry of Labour ■ OPPI ■ Ottawa Police Service ■ Parks Canada ■ SaskPower ■ Suncor ■ Union Gas ■ Via Rail Canada ■ Wilbros Canada



Share your thoughts and get your opinions heard:  
@PublicEngagemnt, #PubCon16



Join the community on LinkedIn: **Public Consultation & Engagement Forum – Canada**

# POST-CONFERENCE MASTER-CLASS WORKSHOPS

### Workshop A

Wednesday, December 7th, 9:00 AM – 12:00 PM

### Consultation 101 – Templates and Takeaways to Design your Consultation Strategy

Take a deep dive into public consultation fundamentals to ensure your efforts aren't being wasted trying to reinvent the wheel. Evaluate practical strategies to see what your project needs to move forward. In this workshop you will investigate planning, facilitation, and execution best practices to make your engagement efforts succeed. Explore:

1. Fully comprehensive process management practices
2. Best practices for campaign planning and execution
3. Effective consultation methods
4. Facilitation techniques
5. Clarification around conflict management practices

Gain fresh insights to optimize your public consultation efforts



Karen Zypchyn, Stakeholder Engagement, Innovation, and Communication Consultant

### Workshop B

Wednesday, December 7th, 1:00 PM – 4:00 PM

### The Future of Digital Public Consultation and Strategies to Expand your Outreach

Explore in this interactive workshop opportunities to reach more people, faster and through multiple platforms. Learn how you can apply more than one technique to gain the information and feedback you need to your industry. Gain insight on:

1. Online engagement tools
2. Moving consultation out of the physical space and into the digital space
3. Cost-effectiveness planning
4. Maximize your exposure
5. Accomplishing engagement through more than one medium
6. Diverse feedback and opinions

All things digital to maximize your public outreach



John Miller, Consultant and ToP Trainer, ICA Associates



Join the Group "Public Consultation & Engagement Forum - Canada"

**8:00 AM REGISTRATION AND BREAKFAST**

**8:45 AM BLESSING FROM A LOCAL FIRST NATION CHIEF**

**8:50 AM OPENING COMMENT FROM CHAIR & ICEBREAKER**



**Brenda Pichette,**  
*Director of Professional Development,*  
**IAP2**

**9:05 AM KEYNOTE ADDRESS: CANADA 2020**

## The New Federal Government Policy: Implications on Your Public Consultation

The new "open government" has taken the country by storm. Discover what the policy of open government means for your consultation and how you can implement strategies to get stakeholders involved. Source practical tips to:

- Embrace a transparent process to gain stakeholder trust
- Formulate methods to maintain continued stakeholder activity
- Manage internal and external expectations for timely project delivery

*Source new, groundbreaking methods to maximize participation in your projects.*



**Melanie Coulson,** *Director, Content and Engagement,*  
**Canada 2020**

**9:35 AM INTERACTIVE TWITTER PANEL DISCUSSION**

## Stimulate the Silent Majority and Maximize Stakeholder Participation

Achieving relevant feedback for your projects is crucial to moving forward with initiatives. Advance methods on how you connect, deliver, and engage with stakeholders to obtain the feedback your projects need. Source your plan of action to:

- Improve recruitment through obligations to act
- Build trust and consistency for rich recurring consultations
- Explore techniques for reaching your target population

*Attract the stakeholders you need for meaningful engagement.*



**Matthew Whitehead,** *Director of Consultation, Lands and Environment,* **Woodland Cree First Nation**

**Leslie Gash,** *VP, Development,*  
**Toronto Community Housing**

**10:15 AM CASE STUDY: URBAN STRATEGIES**

## How to Implement Processes to Maximize Response from Different Types of Communities and Stakeholders

Your consultation approach can be quite different depending on the audience you are trying to reach. Develop an approach to ensure you are efficiently engaging your stakeholders. Fashion an action plan to:

- Prepare a realistic strategy for the engagement process and the context within which it is taking place
- Identify the key individuals, groups and interests and the plausible outcomes to be achieved
- Use a range of techniques best suited to the audience

*Differ your engagement strategy to maximize participation.*



**Joe Berridge,** *Partner,* **Urban Strategies**

**10:45 AM MORNING BREAK**

**11:15 AM CASE STUDY: METROLINX**

## How to Develop a Rich Culture of Community Relations to Deliver a Superior Engagement Experience

Metrolinx has launched the largest and most complex public participation and outreach effort in North America. Transform your engagement by building an internal culture for ongoing engagement, and developing functional committees. Adopt best practices to:

- Create a platform for shared discussion on the public's terms
- Adopt design excellence tools for improved consultation
- Ensure transparency to develop integrity and trust

*Source actionable insight on how you can deliver a great experience.*



**Judy Pfeifer,** *Chief Communications and Public Affairs Officer,* **Metrolinx**

**11:45 AM INTERACTIVE: WORLD CAFÉ**

## Work Through Your Key Challenges in Public Engagement



Engage in strategic dialogue with fellow consultation practitioners and experts. In small groups, explore best practices, innovations and tools to:

- Engage the silent majority
- Deal with a lack of resources
- Mitigate irreconcilable differences between stakeholders

*Walk away with novel strategies and a renewed commitment to engagement.*

**12:25 PM INDUSTRY EXPERT**

## Leverage Digital Tools and Turn Data Into Actionable Insight

Implementing digital tools in your engagement strategy is imperative for proper resource allocation. Adopt digital tools to optimize your resources to shape large quantities of meaningful metrics. Source a plan of action to:

- Incorporate more digital consultation into your process
- Gain management buy in for online engagement
- Utilize technology to forge relationships

*Incorporate digital tools into your project for optimal engagement.*

**12:55 PM INTERACTIVE: STOP-START-CONTINUE**

The morning will wrap up with a discussion on what to start, what to stop and what to continue doing in your organization.



**1:00 PM NETWORKING LUNCH**

**2:00 PM INTERACTIVE: PROBLEM SOLVING FORUM**

## Cross Sector Stakeholder Communication and Problem Solving Forum

Communication is cited as one of the most important elements of realizing business transformation. Improve communication between stakeholders. Engage with your colleagues, exchange ideas and source solutions from a fresh set of eyes. Collectively benefit from:

- Fresh perspectives on entrenched issues
- An enhanced understanding of being in someone else's shoes
- A plan for action to take back with you

*Work with your peers to source practical solutions on how to enhance stakeholder communication*



## Respecting Indigenous Knowledge on the Environment to Ensure Everyone Achieves Their Goals

Indigenous and local communities play a prominent role in the maintenance of biodiverse ecosystems and sustainable environments. Maintain mutually beneficial partnerships by addressing social, environmental, and economic components. Adopt solutions to:

- Harmonize Indigenous knowledge and Western knowledge
- Increase consultation value with Aboriginal engagement
- Meet the needs of Aboriginal people in the consulting process

*Embrace Indigenous perspectives for timely project delivery.*



**Matthew Whitehead**, *Director of Consultation, Lands and Environment, Woodland Cree First Nation*

### 3:15 PM AFTERNOON BREAK

### 3:45 PM SPOTLIGHT

## Designing Surveys to Excite and Ensure Maximum Response Rates

Surveys continue to be a cost-effective way to acquire public insight. Be inspired on how you can revamp your surveys to achieve optimal response volumes. Gain insight on how to:

- Present the right information and questions
- Develop an action plan to attain valuable feedback
- Transform your survey blueprint for superior engagement

*Revamp your survey strategy to achieve maximized response rates.*

### 4:00 PM CASE STUDY: CITY OF BURLINGTON

## Innovate Your Internal Processes to Spark Active Public Participation

Effective public consultation and engagement starts from within. Adjust your processes to conquer internal roadblocks limiting your project's success. Develop a blueprint to:

- Improve internal efficiency to maximize resources
- Apply creative consulting methods to reduce costs
- Employ mutually beneficial consulting partnerships

*Walk away with novel strategies to apply to your public engagement.*



**Mary Lou Tanner**, *Director of Planning, City of Burlington*



**Michelle Dwyer**, *Coordinator, Strategic Initiatives, City of Burlington*

### 4:30 PM SPOTLIGHT

## Utilize Digital Technologies to Cut Costs and Maximize Participation

Digital media streams are changing every day and new opportunities for engagement are emerging. Transform your consultation process to leverage digital technologies for an efficient consultation process. Adopt best practices to:

- Optimize resources within the budget
- Build relationships and cultivate followers
- Embrace technology as a tool to improve communication

*Implement digital technologies to develop your consultation and engagement processes to ensure cost efficiency.*

### 4:45 PM INTERACTIVE: STOP-START-CONTINUE

The afternoon will wrap up with a discussion on what to start, what to stop and what to continue doing in your organization.



### 4:50 PM CONFERENCE ADJOURNS TO DAY TWO & NETWORKING RECEPTION

## DAY TWO - Tuesday, December 6, 2016

### 7:30 AM REGISTRATION AND BREAKFAST

### 8:20 AM OPENING COMMENT FROM CHAIR & ICEBREAKER



**Brenda Pichette**,  
*Director of Professional Development, IAP2*

### 8:30 AM KEYNOTE: KINDER MORGAN

## Adopt Engagement Strategies to Advance your Large-scale Projects

Kinder Morgan is the largest energy infrastructure company in North America. Explore the strategies you can use to get your projects approved in a timely matter. Gain insights on:

- Addressing the need for public consultation
- Effective public consultation methods
- Leveraging stakeholder input to get project approval

*Leverage perspectives on how you can engage the public effectively.*



**Allen Fore**,  
*Vice President, Public Affairs, Kinder Morgan*

### 9:00 AM CASE STUDY: HALIFAX REGIONAL MUNICIPALITY

## Energizing the Population to Participate and Ensure their Needs are Addressed

Citizens are quick to dismiss an invitation to consult on project proposals, only to revolt once the project is underway. Ensure stakeholders are involved early in your project by implementing innovative and creative consultation methods. Apply new approaches on how you can:

- Seek new sources of active public participation
- Amplify civic discourse and participation
- Advance your public participation ideas for the future

*Transform your processes to gain grassroots support.*



**Bob Bjerke**,  
*Chief Planner, Halifax Regional Municipality*

### 9:30 AM CASE STUDY: ONTARIO SHORES CENTRE FOR MENTAL HEALTH SCIENCES

## How to Integrate a Stakeholder Engagement Strategy to Create Awareness, Support and Collaboration

A comprehensive Stakeholder Engagement Strategy is an integral part of any organization to advance its strategic directions. Develop positive relationships with key stakeholders and enhance brand awareness and public support. Explore how to:

- Develop a multi-faceted strategy that can be customized to your industry, stakeholders and priorities
- Integrate stakeholder relations into existing and future initiatives to maximize input and feedback
- Create a system to evaluate outcomes and effectiveness of engagement

*Focus your development project on the people it is meant to serve.*



**Karim Mamdani**,  
*President and CEO, Ontario Shores Centre for Mental Health Science*



**Andrea Marshall**,  
*Director of Communication and Public Affairs, Ontario Shores Centre for Mental Health Science*

**10:00 AM MORNING BREAK**

**10:30 AM INDUSTRY EXPERT: GENERATIONAL OUTREACH STRATEGIES**

## Leveraging Tools to Collect Feedback across Various Generations Successfully

Different age groups are dependant on very different communication streams. Reach your targeted audience by implementing new techniques for information assembly. Explore best practices to:

- Target the communication streams desired by citizens
- Establish a mix of traditional and modern engagement strategies
- Create a transparent environment to gain stakeholder trust

*Develop a plan for addressing the stakeholders you need to hear from.*

**11:00 AM CASE STUDY: TYENDINAGA MOHAWK TERRITORY**

## Working with Indigenous Populations to Foster Meaningful Engagement Within your Project

Harmonizing the consulting process to bridge the gap in Indigenous engagement is crucial for partnership buy in. Enrich communication streams to ensure the needs of all parties involved in your project are met. Create a blueprint to:

- Develop meaningful dialogue to address the key topics and issues of concern
- Continuously improve your engagement philosophy
- Forge strong partnerships to deliver on both party's needs

*Deliver meaningful engagement to forge relationships and unify ideas to achieve the support your project needs.*

**R. Donald Maracle,**  
Chief, **Tyendinaga Mohawk Territory**

**11:30 AM INTERACTIVE: PEER TO PEER: TURNING VISION INTO REALITY**

## How to Design Your Consultation Strategy From Scratch

The province of Alberta has battled through harsh environmental and economic conditions in 2016. Hear how Alberta has excelled at conquering barriers and implementing strategies to rebuild their consultation platform and province from the ground up. Master the success factors to:

- Incorporate Indigenous knowledge into your rebuild
- Addressing the needs of different age groups
- Implementing digital strategies to maximize outreach

*Gain fresh insights on how to rebuild your consultation practices.*



**Karen Zypchyn,** Stakeholder Engagement,  
Innovation, and Communication Consultant

**12:00 PM SPOTLIGHT: STAKEHOLDER ENGAGEMENT**

## How to Sustain Stakeholder Engagement by Building Trust and Increasing Interaction

The underlying driver of effective public consultation is positive relationships. Channel public feedback to gain perspective on issues and forge strong alliances. Source insights on:

- Avoiding unnecessary challenges and setbacks
- Optimizing resources from cooperative collaboration
- Engaging the next generation of stakeholders

*Effectively communicate to enable guiding input on your initiatives.*

**12:15 PM INTERACTIVE: STOP-START-CONTINUE**

**12:20 PM NETWORKING LUNCH**

**1:20 PM INTERACTIVE: BIRDS OF A FEATHER** 

Gain insights from your peers and benchmark your organization against others in this interactive session. Delegates will divide into smaller discussion groups centred on a variety of topics:

- Tackling issues surrounding digital consultation
- Optimizing resources to work within a budget
- Implementing strategies that allow timely project rollout

*Strategize with your peers to develop solutions from others' experiences.*

**2:00 PM CASE STUDY: RAIC**

## Conquering Conflict Management to Resolve Lengthy Setbacks

Unforeseen conflicts will arise in your project's life cycle, straining your resources. Hone your conflict resolution skills to conquer barriers that arise, allowing for timely project delivery. Take away specific solutions to:

- Turn NIMBYism into YIMBYism
- Heighten awareness to avoid misinformation setbacks
- Master your conflict resolution best practices

*Excel at conflict management to ensure your project is completed on time.*



**Allan Teramura,**  
President, **RAIC Canada**

**2:30 PM AFTERNOON BREAK**

**3:00 PM INTERACTIVE TWITTER PANEL DISCUSSION**

## Addressing Privacy Concerns to Avoid Intrusive Consultation Practices

Privacy is a growing concern due to the rapid advancements of digital technologies. Improve your engagement techniques to avoid overstepping privacy boundaries. Gain valuable insights on:

- Seeking the right questions to ask
- Acknowledging what data is feasible to collect
- Avoiding consultation that is unnecessary

*Advance your strategy to avoid intrusive consultation practices.*



**Joe Berridge,**  
Partner, **Urban Strategies**

**Mark Lipton,**  
Associate Professor, **University of Guelph**

**3:45 PM CASE STUDY: WATERFRONT TORONTO**

## Modern Communication Methods to Ensure Stakeholder Involvement

The means of communication play a huge role in attracting and retaining stakeholder involvement. Implement best practices to better plan, design, and detail your communication mediums to forge stakeholder relationships. Source your plan of action to:

- Amplify the positivity your event exudes
- Impact citizen experiences to encourage participation
- Excel at delivering an encouraging platform for idea exchange

*Ensure you deliver a positive engagement process to generate results.*

**Meg Davis,**  
Chief Development Officer, **Waterfront Toronto**

**Christopher McKinnon,**  
Manager, Digital and Social Media, **Waterfront Toronto**

**4:15 PM INTERACTIVE: STOP-START-CONTINUE**

**4:25 PM CONFERENCE ADJOURNS**

**Register Today by Calling 1 866 298 9343 x 200**

# CONNECT WITH WORLD LEADING PUBLIC CONSULTATION AND ENGAGEMENT PRACTITIONERS

*Find answers to your biggest challenges.*

## EVENT SPONSORSHIP & EXHIBIT OPPORTUNITIES

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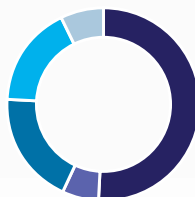
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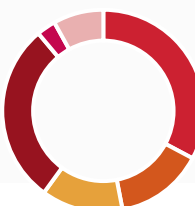
1. Be at the centre of Canada's leading public consultation and engagement event
2. Showcase your thought leadership in public consultation and engagement
3. Network with hundreds of public consultation professionals
4. Build Brand Awareness
5. Gain insights into the industry's needs

\*Limited exhibit space and sponsorship packages are available.

## Who you will meet...



#### Audience Breakdown



#### Title Breakdown

Government (Municipalities/Provincial/Federal)	51%
Energy & Utilities	17%
Engineers & Planners	16%
Aboriginal Communities	6%
Consultants & Others	10%

Admin / Policy	33%
Economic / Community Development	29%
Principal / Associate / Planner	27%
Others	3%

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## Your Venue

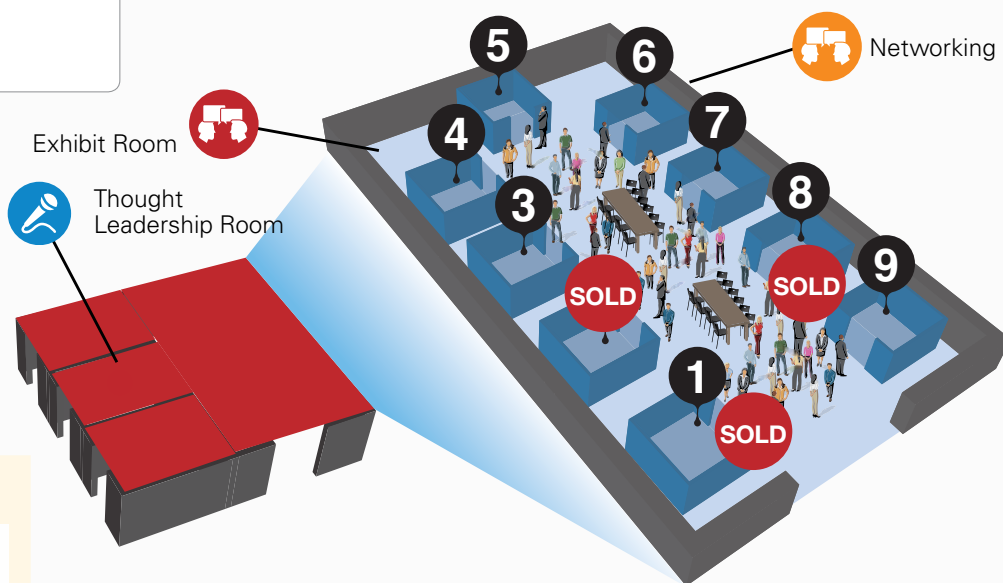


### Staying at the hotel has it's advantages

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**Accommodations:** The Old Mill has elegant and unique guest rooms and suites, decorated with luxurious four-poster beds and Tudor style. Enjoy the Jacuzzi tub for two, along with panoramic views of the Humber Valley.



**Convenience:** The Old Mill Toronto is conveniently located at 21 Old Mill Road, Toronto (Bloor Street West and Old Mill Road). Save travel time and money. Take advantage of our conference rate of \$219.00/night, plus taxes, by mentioning "Public Consultation and Engagement by Strategy Institute" when making your reservation—1 866.653.6455.

The Old Mill Inn & Spa, 21 Old Mill Road,  
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# PUBLIC CONSULTATION & ENGAGEMENT

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**ATTENTION MAILROOM:** If undeliverable to addressee, please forward to:

Director/Manager: Stakeholder & Community Relations, Communications & Consultation, Planning/Infrastructure, Environmental Assessment, Public Affairs, and Corporate Social Responsibility

## 4 EASY WAYS TO REGISTER

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	Government / NGO's	Regular Investment	
Conference only	\$995	\$1,495	<b>SAVE \$200</b> Register by Sept 30 <sup>th</sup>  <b>SAVE \$100</b> Register by Oct 28 <sup>th</sup>
Conference + 1 Workshop	\$1,390	\$1,890	
Conference + 2 Workshops	\$1,585	\$2,085	
Workshop Only	\$495 EACH		<b>CONFERENCE CODE: 116024</b>

**GROUP BOOKINGS:** RECEIVE **25% DISCOUNT**. REGISTER FOUR DELEGATES AND EACH PERSON WILL RECEIVE A **25% DISCOUNT**

**Registration fee:** Subject to 13% HST. The Regular investment includes luncheon, refreshments, networking breaks, continental breakfast, and original course materials. Payment is required in advance and can be made by company cheque, VISA, MasterCard, or American Express. Please make cheques payable to Strategy Institute Inc.

**Early Bird special:** Expires on September 30th & October 28th, 2016. Cannot be used with group discount.

**Group Discount:** A Group Discount is offered for this conference (not in combination with any other offer). To be eligible for the Group Discount, delegates **MUST** register at the same time. The total discount per delegate (including applicable group discounts, etc.) **MUST** not exceed 25% of the regular conference costs.

**Cancellations:** Cancellations must be received in writing by November 21st, 2016. Cancellations received by this date will be eligible for a prompt refund less a \$495.00 (plus HST) administration fee. If you register for the program and do not attend, you are liable for the full registration fee unless you cancel according to the terms stated above. If you are unable to attend, delegate substitution is permitted up to, and including, the day of the conference.

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**Evening Social Activities:** Please drink responsibly. Strategy Institute shall not be liable for any consequential damages and/or personal injuries caused by excessive or irresponsible alcohol consumption.

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