



IPM's 2011 OTTAWA SPRING CONFERENCE

IPM's 2011 Ottawa Spring Conference *on Social Media and Communication*

Date:
Wednesday,
April 6, 2011

Time:
9:00 a.m. to 4:30 p.m.
(Breakfast at
8:30a.m.)

Location:
Sheraton
Ottawa Hotel,
150 Albert St.,
Ottawa, ON

Cost for the Full Day
Conference includes
breakfast, lunch,
coffee breaks & all
four sessions.

Get your registration
in by February 28,
2011 and become
eligible to win
training programs
worth \$1000!

Early Bird Registra-
tion: Payment and
registration received
by February 28, 2011



Social Media & The Wired Workplace- Legal Considerations

*Dan Palayew, B.A., LL.B., Partner,
Heenan Blaikie LLP*

The workplace has changed dramatically in recent years due to advances in computer and communications systems. At the same time, these changes and the growth of social media have provided employers with powerful tools for recruiting, retention, performance management and beyond.

With these new technological advances, cultural changes and ever evolving legal obligations, employers are being forced to explore their rights and responsibilities. Discover the latest trends, cases and strategies that will enable your organization to benefit from the rewards and minimize the risks of the wired workplace.



Social Media's Impact on Your Organization- Best Practices

*Ryan Moore,
Director of Operations,
CKG International*

Social media presents an endless opportunity for businesses if you are able to create and implement strategies that will gain attention of your desired target. It can be the thread that will help connect your organization to this hyper connected world.

Many HR practitioners are beginning to draft their social media policies, and are generally concerned with controlling risk and liability associated with social media use. However, social media can be a powerful recruitment branding tool.

Most organizations are not taking full advantage of what social media can do for them or are not following the unwritten rules to social media. Discuss keys to achieving success with your efforts both internally and externally. Examine several organizations that are having great success with their efforts and what you can do to create similar success.

Focus on best practices and strategies for the major networking sites and get tips and tricks to help you maximize your efforts. Obtain the ideas and information you need to take back and implement in your organization.



Make Sure Your Written Messages Connect!

*Nadja Corkum, B.A., M.Ed.,
President,
ACR Communications Inc.*

In today's time-pressed workplace, managers, clients and employees are overwhelmed with reading demands. So they set priorities such as relevance, brevity and clarity. These principles apply to even the most mundane business communications. In fact, they apply in personal communications too including letters, email, notes to your kids, even voicemail.

Are all your messages getting across? This session will provide you with a quick refresher on your writing skills. Not only will you benefit from a review of the principles, you'll have a chance to practice a few of the easiest "quick fixes", ask a few questions and leave with a list of recommended writing style guides. Participants will be able to take back a list of "to do's" and "what not to do's".



The 3 Secrets to Presenting Ideas & Getting Buy-In

*JJ Brun, President,
JJ Communications Inc.*

Discover ways to connect, communicate, and gain buy-in when presenting and/or communicating an idea to your audience every time you speak. Obtain three secret insights that will provide you with a comprehensive overview of the fundamental differences in individual behavioural patterns in order to connect by design and not by chance with any individual or group around the globe.

Learn how to recognize what will stimulate and maintain a person's motivation and conversely, what will turn them off. The principles can be applied to individual conversations as well as group discussions and presentations. Discover how to empower and enhance your human performance when interacting and presenting your ideas.

Obtain the latest strategies and tips on how to improve your interpersonal communication skills and learn how to communicate more effectively.



Sponsored by: Institute of Professional Management • Workplace Today® Online • Association of Professional Recruiters of Canada • Canadian Management Professionals Association • Canadian Association of Assessment Specialists • Canadian Professional Trainers Association

BOOK TODAY AND SAVE!

Don't wait for the last minute to reserve your place. Get involved and stay on top of your field and your industry. **Register three (3) participants from the same organization at the same time and the 4th attends free!** Also, qualify to win training programs worth over \$1000 by registering early. Early Bird registrants are the only ones who are eligible! More information and registration at: www.workplace.ca and click on "Events".

Cost for the full day workshop (includes breakfast, lunch, coffee breaks, all four sessions and handout materials)

Early Bird Registrations:

payment and registration received before
February 28, 2011

Members of APRC/CMPA/CAAS/CPTA & Students:
\$114 plus HST per person

Non-Members/Guests:
\$134 plus HST per person

Regular registrations:

payment and registration received after
February 28, 2011

Members of APRC/CMPA/CAAS/CPTA & Students:
\$179 plus HST per person

Non-Members/Guests:
\$199 plus HST per person

Early bird registrants qualify to win management training programs worth \$1000!

Register at www.workplace.ca and click on "Events" OR fill out the Fax-Back registration below

FAX BACK REGISTRATION FORM (613) 721-5850

Ottawa Full Day Conference on April 6, 2011

APRC/CMPA/CAAS/CPTA Members & Students

Non-Members & Guests

Name		Title	
Company		Address	
City		Province	Postal Code
Telephone	Fax	Email	

VISA or MASTERCARD

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Expiry Date

MM YY

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Add 13% HST

(Our GST #: 892341421RT0001)

Card Holder's Name _____

Signature _____

(not valid without an authorized signature)

Cheque enclosed made payable to IPM (Don't forget to add the 13% HST)
2210-1081 Ambleside Drive, Ottawa, ON, K2B 8C8, 1-888-441-0000 or 613-721-5957

Date _____

Number of colleagues registering with you on this form : _____ Names : _____

NOTE: Payments must accompany registrations. Space is limited so to avoid disappointment, REGISTER NOW!