

AHP/HCPRA 2010 NATIONAL CONFERENCE PR & MARKETING TRACK

Session #1 – Monday, April 19 from 10:45 to 12:00

John vanDuzer, President & Creative Director, Wishart, Hamilton, Ontario

The ‘C’ Change: Seeing today’s sea change

What do Convicts, Conversations, Climate change and Canoes have in common? Not only do they all start with the letter ‘C’ but they are key Canaries in the Coalmine of fundamental sea change which is changing every aspect of how we Communicate with our audience whether they be Consumers, Constituents, Clients, or Customers. See for yourself before you get cast out to sea!

Session #2 – Monday, April 19 from 1:30 to 2:45

Lori Last, Internal Communications & Hilary Horlock, Web Communications
Provincial Health Services Authority, Vancouver, BC

Extreme Makeover – Intranet Edition

Come learn how the Provincial Health Services Authority gave its four-year-old intranet an “extreme makeover”, rebuilding it based on a user-centred design approach that has won awards from both HCPRA and IABC. Also gain a better understanding of how writing for the web is different than writing for print and take away some practical tips that will help you write web content that will wow your audiences.

Session #3 – Monday, April 19 from 3:15 to 4:30

Stéphanie Lassonde, Department Head, Communications and Public Affairs &
Marie-Gabrielle Ayoub, Web Manager
Douglas Mental Health University Institute, Montreal, QC

Promoting Mental Health in the Web 2.0 Era

Mental Illness and Stigma. The two always seem to go together. The Douglas Mental Health University Institute is trying to break this pattern, through public education and web 2.0 initiatives. It seems to be working, according to Douglas followers on its social media tools, such as YouTube, Twitter and Facebook. During their presentation, Marie-Gabrielle Ayoub and Stéphanie Lassonde will talk about the thinking process, approach and actions behind the Douglas Institute’s web 2.0 experience. Take home practical insights to apply to your own organization.

Session #4 – Tuesday, April 20 from 8:30 to 9:45

Jenn Goodwin, Director of Communications, Providence Care, Kingston, ON & Andrea MacLean, Communications Manager, Bruyère Continuing Care, Ottawa, ON

Communicating A Strategic Plan – Strategically

The strategic planning process is a communications opportunity – to engage staff and stakeholders in shaping and buying into your organization’s goals. This session will include short presentations from two hospital communication teams, with an opportunity for participants to bring and share examples of their own “Strategic Plan” communication materials.

Session #5 – Tuesday, April 20 from 10:15 to 11:30

David Brazeau, Director, Public Affairs & Community Relations, Rouge Valley Health System, Toronto, ON

Crisis Communications and Opportunities

The two don't seem to go together. But for many community hospitals, the only time you'll hit the national or provincial media is when there's a crisis. It can be challenging time, often with negative angles, but it is also your time to show who you are and what you do well. Be ready with a corporate communications plan that is tightly aligned to your organization's strategic plan, mission, vision and values. Demonstrating how you deal with a crisis is your opportunity to reveal the strength and identity, or brand, of your organization.

Session #6 – Tuesday, April 20 from 11:45 to 1:00

Cross-Country Panel led by Judy Brown, Director of Communications & Patient Relations, Queensway Carleton Hospital, Ottawa, ON

Cough Into Your Sleeve! Dissecting H1N1 Communications

It's been quite a few months and it's not over yet. Hear how different provinces have been handling H1N1 and how the lessons learned can be applied to every organization's overall communications program.
