

# It's time to join the COMMUNICATION REVOLUTION

IABC/BC and IABC CALGARY  
PRESENT:

## RON CON 2010



for EXECUTIVES, MANAGERS,  
and PROFESSIONALS working in:

- ▶ Employee Communications
- ▶ Public Relations
- ▶ Human Resources
- ▶ Change Management
- ▶ Training and Organizational Development
- ▶ Web and Publication Design

Need a jolt of great professional development, but can't afford to travel to a far-off location for a conference? I'm delivering the **best speakers in North**

**America** on the **hottest topics** directly to you!

– Ron Shewchuk,  
ABC, MC



## NEW Ways to Engage Employees in Changing Times

An **intensive one-day conference** with killer pre- and post-conference sessions **Vancouver** March 22-24 at the Pinnacle Hotel at the Pier in North Vancouver  
**Calgary** March 24-26 at the Sheraton Suites  
Calgary Eau Claire

### The **best Speakers**



Steve  
Crescenzo



Cindy  
Crescenzo



Suzanne  
Salvo



David  
Murray



Jennifer  
Wah



Daphne  
Gray-Grant



Tudor  
Williams

presenting on the **revolutionary** issues of our time:

The revolution in  
**today's  
workplace**

The revolution in  
**social media**

The revolution in  
**creativity**

**Ron Shewchuk Seminars**  
[www.ronshewchuk.com](http://www.ronshewchuk.com)



“ The **revolution**  
in the way individuals and organizations  
**communicate** continues unabated.

It's time for communicators to join - and begin leading it. ”

**F**or the past year many employers have been in a holding pattern as they've struggled to survive the economic downturn. Travel and training budgets have been cut and new internal programs and IT upgrades have been put on hold; most communicators have been in “survival” mode. Some have lost their jobs and are starting freelance careers as a harsh new reality kicks in.

At the same time as we try to just to get through these tough times, the world continues to change as new technologies are truly revolutionizing the way people and businesses communicate.

Employee communicators are at a crossroads in the history of our field – down one path, there's a once-in-a-generation opportunity to use innovative new approaches and tools to help our troubled organizations communicate better in an increasingly wired, multi-generational workplace. On the other, we are at risk of becoming increasingly marginalized as employers look to cut costs, automate processes and eliminate non-strategic functions. What's more, there is a growing gap between organizations that are embracing new techniques and demonstrating best practices.... and those whose executives are busy putting out fires, and whose communicators are mired in day-to-day tactical work as they desperately try to maintain the status quo.

It's up to us to take charge of our future. And the key to success is knowledge – to learn from leaders in the field, and then to demonstrate leadership ourselves by building modern communication programs for a new, wired generation. As the corporate world moves into 2010, there's a pent-up demand for training and development opportunities to fill the growing gap.... and a growing hunger among communicators to bring our profession to a new level of awareness and expertise.

This conference is designed to fill that knowledge gap and bring our professional community to an exciting new standard. Have a look at the speakers and the sessions offered, and I hope you'll decide to join me in Vancouver or Calgary for RonCon 2010.

Ron Shewchuk, ABC, MC

*P.S.: I'm also doing this because the speakers and sessions are going to be a LOT of fun. I've even included an appearance by my alter-ego, Rockin' Ronnie, who will be grilling up a storm at a special evening event. Don't miss out on this conference. Register today!*

# The best speakers



## Steve Crescenzo

- ▶ the world's most popular speaker on employee communications

## Cindy Crescenzo

- ▶ audio and video podcast producer and a leading corporate consultant on applications of social media in the workplace

## Suzanne Salvo

- ▶ the queen of corporate photography and a global expert on digital image management

## David Murray

- ▶ leading blogger, commentator and editor of Vital Speeches of the Day

## Jennifer Wah

- ▶ the winningest corporate storyteller in the country, and just named Master Communicator by IABC Canada

## Daphne Gray-Grant

- ▶ writing and editing coach and author of the popular "Power Writing" e-newsletter

## Tudor Williams

- ▶ internationally recognized leader in research and strategic communication planning

Presenting on the **revolutionary** issues of our time:

### The revolution in **today's workplace.**

Technology. Economics. Demographics. Employee attitudes. They're all quickly changing – all at the same time – and it's hard to keep track, let alone keep up. This conference will show what these changing times mean for you and your organization.

### The revolution in **social media.**

With new tools, technologies and channels we've never had so much power to communicate effectively or so many options at our fingertips. It's time for you to get on board, but where to begin? And how to manage the risks? You'll come away from this conference with everything you need to embrace the world of Web 2.0.

### The revolution in **creativity.**

There's a growing movement away from traditional, boring, ineffective "corporate" communications to a new world of creative communications that's bringing new energy to organizations, new life to the workplace and new ways to achieve business results. You'll see the best practices in the field and leave the conference with a treasure chest of ideas you can implement in your own organization.

### ► Main Conference Agenda

Tuesday, March 23 in Vancouver and Thursday, March 25 in Calgary

8.00 a.m. – 8.30 a.m.

Breakfast and registration

8.30 a.m. – 9.15 a.m.

#### **Opening Keynote: It's Time to Join the Communication Revolution**

Conference host and Chair Ron Shewchuk, ABC, MC will set the context for the conference with a thoughtful and provocative look at how the world has changed and what it means to today's internal communicators.



9.15 a.m. – 10.30 a.m.

#### **Buried Treasure: Unlocking Long-lost Wisdom to Renew our Profession**

"Employee communications people have no ground to stand on because they lack a philosophical foundation," says blogger and professional curmudgeon David Murray. Lucky for us, David recently discovered that foundation: He found the first book ever written on employee communication, a brilliant tome from 1942, called *Sharing Information with Employees*. Through the insights he gathered from this book and translated into today's communication scene, David will show you how to connect the work you're doing today with the long-term health of your organization, with the fortunes of the economy, and with the very future of Western democracy. You won't walk out of this session, you'll march out, with powerful weapons.

**David Murray** is a lifelong student of employee communication, having founded the *Journal of Employee Communication Management* and served as editor of *The Ragan Report*. He's currently editor of *Vital Speeches of the Day*, and he blogs about communication issues at [writingboots.typepad.com](http://writingboots.typepad.com)

10.30 a.m. – 11.00 a.m.

Coffee break/networking



11.00 a.m. – Noon

#### **Seeing is Not Believing: The Ethics of Visual Communication**

We live in a visual world, where a single image can go viral and radically alter public perception and brand reputation. In this session you'll explore some burning questions: When is it okay legally and/or ethically to manipulate an image and when is it not? How much is too much and who is responsible? How do I set guidelines that will protect my company? It's on the web and I can download it, so it's OK to use it, right? Learn the rules! PLUS: Test your ethics knowledge with a series of real world corporate scenarios that you will one day face — if you haven't already.

**Suzanne Salvo** and her partner and husband Chris have been shooting award winning images in over 65 countries, which often entails managing complex multi-national projects and sensitive corporate subject matter. Their clients trust them with their photography budget, but also with their reputation.



Noon – 1.30 p.m.

#### **Luncheon Panel: War Stories: Dealing with Impossible Executives**

This lively session will feature all of the main day's conference speakers. The panelists will share their best, most entertaining executive horror story and provide five practical techniques for dealing with impossible execs and other internal clients.

Session moderator **Tudor Williams**, ABC, MC has over 30 years of professional wisdom, much of it earned the hard way. Tudor is recognized internationally for his communication research and strategic planning.



1.30 p.m. – 2.45 p.m.  
***The Power of Storytelling: Real Stories Make a Difference***

One of Canada's newest Master Communicators, Jennifer Wah has been listening to, and sharing stories for – well, her whole life. Come hear her share three case studies that will inspire you to go looking for real stories that will make a difference in your organization, no matter how they get told. In this Gold-Quill-studded session you'll learn the questions you need to ask, of yourself, and those around you, to encourage a storytelling culture. You'll find out how strategic storytelling can increase employee engagement scores, improve performance at work, and raise money. And you'll discover how online and social media offer more opportunities than ever before to bring your company's stories to life, and life to those stories.

**Jennifer Wah**, ABC, MC, is currently enjoying reading *Leo the Late Bloomer* and *The Adventures of Pippi Longstocking* to her two young children at night. By day, she is a 20-year communications consultant, passionate storyteller, serial volunteer and self-proclaimed "IABC groupie." In 2009 she was awarded the Master Communicator designation, IABC Canada's highest honour.

2.45 p.m. – 3.00 p.m.  
Coffee break



3.00 p.m. – 4.45 p.m.  
***Closing Keynote: Taking the "Corporate" out of Corporate Communications***

Are you in a rut? Are you tired of doing the same kinds of stories the same way . . . over and over again? Do you find that you're even boring YOURSELF as you put together content? Here's the bottom line: "Corporate" communications doesn't work anymore. We need to take the "corporate" out of corporate communications, and replace it with "creative." This fun session will

demonstrate how top communicators are reinventing the way organizations communicate—and proving that corporate communication doesn't have to be boring!

Presenter **Steve Crescenzo** is the author of the popular blog, *Corporate Hallucinations*, and host of his podcast, *Creative Conversations*. Voted the number one seminar leader for IABC's 2008 and 2009 International Conferences, Steve has taught seminars at IABC's International Conferences since 2001, as well as at numerous IABC chapter and district events throughout America and Europe.

4.45 p.m. – 5.00 p.m.  
***Closing remarks from Ron Shewchuk***

***Special Sessions to whet your creative appetite...and fill your belly with barbecue!***



5.00 p.m. – 6.00 p.m.  
***A Photo Walk with Suzanne Salvo***

Bring your camera (anything from your cellphone to your prized digital SLR) to the conference and get a guided walk from the closing session to Rockin' Ronnie's big after-party. This eye opening post-conference walk is designed to flex your muscles (artistic and otherwise) and get your creative juices flowing!



6.00 p.m. – 9.00 p.m.  
***Special evening event: Rockin' Ronnie Shewchuk's "Communication Cookout"***

Ron's entertaining and informative session features a five-course barbecue feast that uses each course as a metaphor for different aspects of employee communication. Ron debuted this session at the IABC International conference in Vancouver in 2006, where it was the conference's third highest rated session. This will be a conference-ending party to end all conference-ending parties!

## ► Pre-Conference Sessions

*A knowledge-packed day of learning.*

**Monday, March 22 in Vancouver & Wednesday, March 24 in Calgary**

*Pick and choose from these powerhouse three-hour pre-conference sessions to suit your needs, or take them all in one knowledge-packed day of learning.*

7.30 a.m. – 8.00 a.m.

Registration and light breakfast



8.00 a.m. – 11.00 a.m.

***8½ Steps to Writing Better, Faster: Making writing less daunting and more fun***

Yes, you can write faster. And don't tell your boss, it can even be fun! In this intensive 3-hour workshop Daphne will help you at least double your writing speed and permanently remove the "dead" from deadlines. She'll give you a bevy of useful techniques stolen from daily journalism or borrowed from time management gurus and carefully reapplied to corporate writing.

Workshop leader **Daphne Gray-Grant** is a former daily newspaper editor, a writing and editing coach and the author of the popular book *8 1/2 Steps to Writing Faster, Better*. Via her website, she offers the newsletter *Power Writing*. It's weekly, brief and free. Sign up at [www.publicationcoach.com](http://www.publicationcoach.com).

11.00 a.m. – 11.30 a.m.

Break and light lunch



11.30 a.m. – 2.30 p.m.

***The Photo Whisperer: A modern visual communications primer***

Research shows an increase in worldwide image creation and use that has reached revolutionary proportions. As the business world becomes more and more visually oriented, creating and choosing company images based on personal taste and gut feeling is not good enough. In this session you will learn what makes an image an effective communications tool, how to manage the new workflow – from camera to computer to output to archives, terminology and the basic techno-geek stuff you must know, and the photographic trends and styles that are currently driving the image marketplace. PLUS you'll learn by doing, with and easy people lighting and composition tips will greatly improve your shots.

Bring your digital camera to take full advantage of this opportunity.

Workshop leader **Suzanne Salvo** is an internationally recognized speaker, winner of multiple Gold Quills, and author of the 'Visually Speaking' column in *CWBulletin*. Suzanne was the IABC 2007 Chairman's Award recipient. Website: [Salvophoto.com](http://Salvophoto.com). Travel/photo blog: [SalvoAtLarge.blogspot.com](http://SalvoAtLarge.blogspot.com)

2.30 p.m. – 3.00 p.m.

Break and afternoon snack



3.00 p.m. – 6.00 p.m.

***From 30,000 feet to the grass roots: Everything you need to know about what makes great leadership communication***

The bad news about executive communication: there's so much to it—messaging, planning, opportunity evaluation, speechwriting and executive blogging. The good news is, *Vital Speeches of the Day* editor David Murray knows how to teach you almost everything you need to know—in three hours—by showing you what great leadership communication looks like, through examples of executive-communication best practices, and a session-closing jam session that celebrates the power and endless possibilities of authentic communication to drive your strategy—and change the world!

Session leader **David Murray** is editor of *Vital Speeches of the Day*, and the chairman of the annual Cicero Speechwriting Awards.

## ➤ Post-Conference Seminar: Employee Communications 3.0

# The Revolution Starts NOW

Integrating New and Traditional Media to Reach, Educate, Engage, and Motivate Your Most Important Audience: Employees

8.00 a.m. to 5.00 p.m. on Wednesday, March 24 in Vancouver and Friday, March 26 in Calgary

*Includes a continental breakfast and working lunch.*

New media, Web 2.0 (and 3.0!), changing demographics, shifting corporate cultures, global communication challenges, information overload, the constant need for change . . . all of these things are driving a massive shift in how organizations must communicate to their most important audience: employees. That's why it's absolutely



critical that companies today use all the communication tools at their disposal in order to reach, engage, entertain, educate, and motivate their internal audiences. In this full-day seminar, Steve and Cindy Crescenzo will share dozens of practical case studies from companies that are using both new and traditional media in creative, effective ways that are making a difference inside their organizations.

### In this jam-packed seminar you'll learn:

- How to incorporate the new tools—social media, multimedia, etc.—into the more traditional tools without overloading your employees with too much information.
- How to start using multimedia tools, such as podcasts and video, right now—without blowing your budget.
- How to do a podcast—soup to nuts (Steve and Cindy will actually create a podcast in the class, from start to finish).
- How to use a simple Flip camera to capture the kinds of stories that make sense for video—and how to edit the video footage you get.
- How to revamp your print publications, turn them into powerhouse communication vehicles, and integrate them with your online tools so that your channels are working together—and not competing with each other.
- The five things you must do to turn your intranet into a powerful tool that can drive employee engagement.
- How to shift gears and change your writing style when you move between blogs, traditional stories, podcasts, print writing, and writing for the intranet.
- How to coach your leaders, and help them understand that social media tools are more than just new channels . . . that they represent a whole new way to communicate to employees.
- How to take the “corporate” out of your “corporate” communications and replace it with “creative”—so employees sit up and take notice of what you're doing.
- How to cut through the information clutter that exists in so many organizations, so your most important messages get through.
- How to make sure that the right message, in the right form, is going into the right channel.

Through their work as consultants, writers and seminar leaders, **Steve** and **Cindy Crescenzo** have helped thousands of communicators improve both their print and electronic communication efforts. Recognized as one of North America's leading consulting firms in employee communications, Crescenzo Communications delivers four popular workshops: Strategic Employee Communication Vehicles, Integrating Print and Online Communication Vehicles, The Master Class of Employee Communication, and Creative Communications.

## Registering is easy!

Just visit [www.ronshewchuk.com](http://www.ronshewchuk.com) to find links to the Vancouver and Calgary conference registration sites, where major credit cards are accepted.



facebook

Visit the RonCon 2010 Facebook fan site (**RonCon 2010**) for information and updates about the conference.



Subscribe to our Twitter feed at:  
[twitter.com/roncon2010](http://twitter.com/roncon2010)

## Two great conference venues with special room rates:

If you plan to stay at the conference venue hotels, identify yourself as a RonCon 2010 attendee and you'll enjoy discounted room rates. Book soon because these discounted rooms are limited.

### Vancouver Venue

Pinnacle Hotel at the Pier  
138 Victory Ship Way  
North Vancouver, British Columbia  
604-986-7437

### Calgary Venue

Sheraton Suites Calgary Eau Clair  
256 Barclay Parade S.W.  
Calgary, Alberta  
(403) 266-7200

## Register now and save!

We're bringing this conference to you, so you're already saving the expense and time associated with travelling to a conference in a far away city. Save even more by registering early for this event and taking advantage of association member discounts. Group rates are also available.

	Regular Price	Earlybird Price (before Feb. 17)	Association Member Price*	Association Student Member Price**
Individual Pre-conference sessions (per session, mix and match)	\$250	\$220 (\$30 off)	25% off	60% off
Main conference day	\$699	\$599 (\$100 off)	25% off	60% off
Rockin' Ronnie's Communication Cookout	\$149	\$129 (\$20 off)	25% off	60% off
Post-conference social media workshop	\$999	\$899 (\$100 off)	25% off	60% off
<b>FULL PACKAGE DISCOUNTED PRICE – ALL SESSIONS AND EVENTS</b>	<b>\$2,000 (a \$597 discount compared to individual sessions)</b>	<b>\$1,800 (\$200 off)</b>	<b>25% off</b>	<b>60% off</b>

### Ron Shewchuk's No B.S. guarantee

“ If you register for my conference, I want you to get all the stuff – without the fluff. If you don't think you've **experienced the best speakers** delivering **useful information** and **practical tips** on topics that are meaningful to you, I'll give you a full refund. That's my **no B.S. guarantee.** ”

*\*Host sponsor associations IABC/ BC and IABC Calgary and supporting sponsor organizations (see below) will be sending a special discount code to their members. Watch your e-mail for the discount code and register soon!*

*\*\*This offer is limited to 20 association student members. Registrants must be a member in good standing of a sponsoring organization and be attending school full time.*

### Supporting Association Sponsors



### Cancellation Policy

If you cancel on or before March 1, 2010 a \$50 service fee per attendee will be deducted from your refund. If you cancel by March 12, a \$100 cancellation fee will apply. After that, you're committed. If you fail to attend the event but didn't cancel, you're on the hook for your full conference fees.

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