



Canada School
of Public Service

École de la fonction
publique du Canada

CANADA SCHOOL OF PUBLIC SERVICE

**Feel like you've got a
MOUNTAIN TO MOVE?
You're not alone.**

THE CONFERENCES AND
SPECIAL EVENTS TEAM
is at your service.

Contact us today!

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Canada

THE LEARNING CHALLENGE

We know that the public service has never faced a learning challenge equal to the one it faces today.

- New technologies are altering public expectations about how government services should be delivered.
- We need new skills and new attitudes to break through barriers between departments and levels of government.
- We need new management strategies and strong, active communities of practice to cope with our changing environment.

We must reach thousands of our colleagues and change our collective attitude toward learning itself.

If you feel like you have a mountain to move, it's no wonder.

OUR TEAM SPEAKS YOUR LANGUAGE

You know us. Although the School is new, the institutions that came together to create it have a long history of serving the Public Service of Canada. Collectively, our courses, conferences and special events have helped build Canada's public service into one of the most competent, innovative and widely emulated in the world.

More importantly, perhaps, our mission as your colleagues is to support you: the challenges you face, the objectives and audience you need to reach. When you call our Team, you don't have to explain what an ADM is or the difference between line and functional responsibility. We speak the same language.

Our Team is made up of innovative professionals who specialize in large group interventions. And we're "plugged in" to public service priorities. When your organization chooses to work with our team, you can be sure that your own program goals will be met, but also that you'll have the opportunity to examine those goals in light of government-wide priorities.

With the Conferences and Special Events Team, you get the depth of knowledge of a key central agency combined with unparalleled efficiency and experience.

The Learning Summit

"Great to see a public service event organized by the public service, for the public service. A world class event." A participant

THE MAGIC OF CONFERENCES AND SPECIAL EVENTS

So what does it take to move mountains? Magic?

We think so. Not the wizardry of Harry Potter, to be sure, but magic nonetheless. The magic of Conferences and Special Events.

Conferences and Special Events touch large numbers of people (40 or more) and deliver their magic by encouraging participants to believe they can be part of a force.

It starts with speakers who can spark peoples' imaginations. It builds by providing participants with chances to speak and be heard and opportunities to engage in practical events. It peaks with people establishing personal bonds and professional networks. It culminates with participants invigorated and eager to carry their new-found commitments back into their workplaces.

We know. Over the past three years, we've been studying new learning methodologies and creating successful, innovative special events from coast to coast.

The magic of the Conferences and Special Events Team is built on an intimate knowledge of our audiences. It also draws on constant research and innovation. Among our key researchers are staff members who monitor media around the world in search of important management trends, hot topics and distinguished speakers.

Inspiration, conversation, action, interaction, participation... these are the keys to learning.

If you're looking for names that draw audiences and themes that fire the imagination, our team has the solutions you need.

We also offer every service you may require: top-notch program design using the latest learning methodologies, state-of-the-art technical expertise, superb event facilitation, logistics planning and much more.

Tight deadlines are our business. We provide high-speed, end-to-end solutions that can take you from initial meetings to event completion in as little as six weeks. And the results are far from ordinary. With teams devoted solely to developing and managing special events we can deliver varied, engaging, interactive events in less time than Harry can utter an incantation.

PROGRAMMING THAT INCREASES YOUR IMPACT

Our Team has created over 300 conferences and special events in the past three years. We've planned and executed national conferences, lecture series, town-hall meetings, bear pit sessions, armchair discussions, forums and study tours. We've also produced powerful, results-oriented consultations.

In the process, we've had the opportunity to develop different kinds of events, test new learning methodologies and experiment with event themes. As a result we've developed a variety of specific, innovative methods to support and improve your learning objectives.

A lecture can be a special event. But audiences grow tired and peoples' minds drift. Participants need to talk as well as listen. We plan special events that stimulate participants in many different ways. Compelling speakers are only part of the picture.

Knowledge cafés, breakout sessions, open-space forums and interview matrices allow participants to speak and be heard. Innovative A/V, multimedia presentations and theatrical devices open fresh avenues of perception. Practical sessions help participants develop new skills.

We've also developed a variety of standing programs that support key public service learning priorities. Our one-day sessions and thematic series are developed and led by some of the best and brightest people in the Public Service of Canada. They have developed vibrant hands-on learning sessions that employees and managers at every level can benefit from.

These programs will dovetail with the objectives of your learning needs. And, the event we plan for you may inspire the development of new standing programs.

The National Leadership Conference

"I enjoyed the dynamics, the international experiences of our speakers - it was surely an eye-opener and excellent learning experience "outside the box". I also liked the kiosks. Thank you." A participant

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PROFESSIONAL TEAMS, POWERFUL RESOURCES

When you work with us, we immediately develop a team for your project.

Teams are customized to suit the nature and scope of your event and draw on the wide range of resources at our disposal.

National Council of Visible Minorities Conference

"Thanks to the [School], we pulled off an absolutely fantastic symposium, with over 600 participants, in less than eight weeks. They really came through with an unconditional 'How can we make this happen?' attitude.

To say it was 'above and beyond the call of service' barely scratches the surface. We were very pleased."
Jacqueline Edwards, President, National Council of Visible Minorities

Expert program development

Program development is the key to every successful event. Our experts will help you to define measurable objectives and develop a coherent, step-by-step process that will deliver the results you need.

Innovative marketing

Our marketing group accesses creative writers and designers, inventive public relations people and marketing professionals who have spent years developing the channels you need to reach and expand your audience.

Distinguished speakers

Our speakers resource group consists of full-time staff who spend their days reviewing international media sources in search of speakers. Their view is that the world is our oyster - that international leaders and world-class thinkers should be at the fingertips of Canada's Public Service. As a part of the Canada School of Public Service, the speakers group has the negotiating power of a high profile, respected central agency.

Supporting programs


Our Team has many standing programs that can provide a context for advanced promotion of your learning event and help you build on its accomplishments.

Financial and logistics expertise

Our financial experts are experienced in assessing budgets and determining exhibitor costs and registration fees. Our logistics people are very knowledgeable at doing site assessments, managing supplier contracts, determining A/V needs, establishing housing registries, overseeing on-site registration, orchestrating speakers/talent and much more.

Incisive reports and analyses

Our project teams have access to skilled reporters and analysts who can record events and proceedings, produce digests for distribution and write incisive analyses and reports that will help you build on your experience.



Got a mountain to move?
Whether we can provide you with
some of the tools or all of the magic,
our Team is here to help.

WE DELIVER RESULTS YOU CAN COUNT ON

Our Team has consistently delivered measurable results. Since 1998, we've more than doubled the number of conferences and special events we execute each year and increased attendance by almost 700%.

Even more significant, in 1998, typical participants said they hadn't attended a learning event in eight years. By 2002 that pattern had changed completely: participants were attending conferences and special events every 8 months!

For more information, contact us today:

National Capital Region

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Alberta

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Saskatchewan

Tel: 306-780-8290

Manitoba

Tel: 204-983-2637

Ontario

Tel: 416-973-5881

Quebec

Tel: 418-648-3580

New Brunswick

Tel: 506-851-2068

Nova Scotia

Tel: 902-426-2607

Prince Edouard Island

Tel: 902-566-7486

Newfoundland and Labrador

Tel: 709-772-3708

Yukon

Tel: 867-667-3937

North West Territories

Tel: 867-920-8127

Nunavut

Tel: 867-979-2991

NCR Managers' Forum

"Excellent conference! Everything was planned and executed so well. Thank you very much, it's made a difference for me." A participant

Meeting the Challenge of Innovation Conference

"Your unfailing attention to detail and professionalism in dealing with a large and diverse client group, and your commitment to teamwork and excellent interpersonal skills were central to the success of the conference." A participant

"When the Canada Customs and Revenue Agency (CCRA) decided to hold a conference for its managers in the National Capital Region, they knew they wanted to partner with the [School]. "We wanted our conference for 650 managers to be a success," says CCRA spokesperson Micheline Leduc and "we couldn't have done it in such a short timeframe without the [School's] Team." A client

Federal Science and Technology Forum

"Your support, dedication, great organizational skills and interest have contributed to making this interactive event exceed all expectations. Thank you for taking the time to contribute to the science and technology community's success in charting a new course for the future." Peter Harrison, former Deputy Minister, Fisheries and Oceans Canada

CONFERENCES AND SPECIAL EVENTS CHECKLIST

Our Team provides complete planning and production services for conferences and special events of virtually any size. You can get everything you need, or just as much as you require.

Preparation

- ✓ **Program development:** define objectives, establish learning map and recommend theming and programming options.
- ✓ **Project management:** coordinate event planning and delivery, critical paths and reports.
- ✓ **Finances:** oversee budgets, exhibitor costs and registration fees and manage accounts and reports.
- ✓ **Speakers:** recommend topics and secure speakers, coach them on required learning approach, manage correspondence, contracts, travel, accommodation, on-site needs and honoraria.
- ✓ **Secretariat offices:** coordinate fax, courier, e-mail and toll-free phone service, voice mail and electronic registration options.
- ✓ **Transportation and accommodation:** manage housing for participants, travel and accommodation for talent.
- ✓ **Registration and database:** oversee development of registration kits and forms, process forms and payments, supervise on-site registration and coordinate reports.
- ✓ **Promotion:** oversee development, design, translation and printing and distribution of pre-conference promotions.

On-Site

- ✓ **Space management:** conduct site inspections, ensure accessibility, coordinate decor, equipment, support services and set-ups and tear-downs.
- ✓ **Furniture, equipment and signage:** obtain quotes, conduct site inspections, manage installations and return of rented elements.
- ✓ **Decor and entertainment:** obtain quotes, manage suppliers, stage management and meet on-site requirements of talent.
- ✓ **Food and beverages:** negotiate with and supervise vendors and manage payments.
- ✓ **Electronic equipment and interpretation:** determine needs and manage suppliers, on-site support, set-ups, tear-downs and payments.
- ✓ **Supplier and sub-contractor management:** provide scope of work, manage estimates, contracts, meetings, deliveries and payments.
- ✓ **On-site management:** oversee personnel, registration, deliveries and photography.

Completion

- ✓ **Notes, proceedings and reports:** manage contracts, on-site support, translation and document distribution.
- ✓ **Evaluation and follow-up:** coordinate conference evaluations and follow-up communications with participants.
- ✓ **Administration:** coordinate production and delivery of documents databases, reconciliations, reports and recommendations.