

Essentials
e-Newsletter of CPRS Vancouver

Issue 31 – April 15, 2004

Essentials is designed to provide you with timely and relevant information about CPRS events, news, members and other items of interest. Twice each month you will receive this newsletter by e-mail to your desktop. Address changes can be sent to admin@cprsvancouver.com.

Speaker Series: Communicating the 2010 Winter Games

Noon April 20, Moxie's

Two of Vancouver 2010's communicators - **Jane Burnes** and **Sam Corea** - will discuss the challenges of communicating the Olympics and update the progress being made towards staging the Games.

When: Noon, Tuesday April 20

Where: Moxie's, 180 West Georgia Street, Vancouver

How much: \$24.95 for members

How: To register, contact CPRS Vancouver at 604-633-1433 or visit www.cprsvancouver.com.

Professional Development: Strategic PR Planning

7:30 a.m. April 30, Terasen building

'Strategic PR planning' is not an oxymoron. The RCMP's Senior Communications Strategist and Commanding Office, Pacific Region, **Eli Sopow**, PhD., will discuss the art and science of PR planning at this ProD session. He'll cover topics such as the critical value of research excellence throughout a campaign, the importance of linking communications planning to overall corporate plans, and the importance of stakeholder identification and analysis.

When: Registration 7:30 a.m., breakfast 8 to 10 a.m., Friday, April 30

Where: Terasen building, 1111 West Georgia St., Vancouver

How much: \$35 for members, \$50 for non-members

How: Register at www.cprsvancouver.com or by calling 604-633-1433.

CPRS Vancouver awards

Registration for 2004 Excellence in Communications Award due May 28

It's time to think about nominating a colleague (or yourself) for CPRS Vancouver's 2004 [Excellence in Communications Award](#). The award goes to a communications professional who has demonstrated the highest ethical and professional standards in fulfilling their professional responsibilities.

The winner will receive a host of benefits including local media recognition and a complimentary one-year CPRS Vancouver membership.

For an application form and complete guidelines visit www.cprsvancouver.com.

Send completed submissions by 5 p.m. **May 28** to:

Excellence in Communications Award 2004 Nominations Committee
CPRS Vancouver
#302-1107 Homer Street
Vancouver BC V6B 2Y1
Tel: 604-633-1433 Fax: 604-681-4545

If you have any questions, please contact jnelson@telus.net

Membership survey

CPRS Vancouver members join for ProD, networking

A recent membership survey conducted by CPRS-Vancouver reveals PR professionals join the organization for professional development more than any other reason, that the job board is popular, and that the organization could work harder to improve PR's standing in the community.

"These results will help guide our organization into the next few years," says CPRS Vancouver President Kevin Boothroyd. "As a result of the feedback we've already adapted our April and May Speaker Series lunches, holding them in new locations and featuring more popular topics."

He adds CPRS Vancouver's board is planning some experimentation with the popular professional development program in an effort to make it better fit members' schedules.

"We're looking at webinars, as well as new formats and times of day."

Fully 59 per cent of respondents ranked professional development as the most important reason why they joined CPRS Vancouver. Networking opportunities was the next-most-popular first choice, at 35 per cent of respondents. Fifty-six per cent of respondents gave CPRS Vancouver a 1 on a scale of 1 to 6 (one being the most important) for doing well at creating awareness of job openings, with an overall average ranking of 1.63 on the scale. Professional development

got a good ranking, at an average of 2.59. Networking ranked a 3.21 average response. However, 57 per cent gave the organization a 5 for 'enhancing the prestige and market-value of the publication relations profession,' giving that question an average of 4.31 on the scale.

When asked what CPRS Vancouver could improve, enhancing PR's prestige led the way at 2.07, followed by professional development at 2.15 and networking opportunities at 2.50.

Go to www.cprsvancouver.com to view the complete survey results.

New CPRS Vancouver board member

Student Services Committee coordinator Nina Ng appointed to board

CPRS Vancouver's board of directors has appointed Nina Ng as Education Chair to fill a vacancy on their board. Several months ago Ng and Melissa Tyson helped assemble the new Student Services Committee, and have been coordinating a student speaker series events, recruiting student volunteers, and holding monthly meetings. Ng is completing graduate Public Relations and Communications studies at Royal Roads University this spring, and has worked in promotions and PR since 1986.

Any students interested in getting involved or contributing ideas to this new committee can email Ng at ninang1@telus.net.

Quote of the month

"It is tedious to tell again tales already plainly told."
Homer

Got news? The next Essentials comes out May 1, 2004. Deadline for submissions: noon April 27, 2004. Please send them to s.hall@telus.net. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2004.