

Essentials

e-Newsletter of CPRS Vancouver Issue 32 – May 1, 2004

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

CPRS Vancouver Speaker Series: Krispy Kreme in Canada

Noon May 20, Moxie's

Come hear **Mat Wilcox** of the **Wilcox Group** discuss Krispy Kreme's introduction to Canada. The Wilcox Group worked with Krispy Kreme to develop an integrated PR strategy creating buzz throughout BC, making the brand's introduction to our province a highly-anticipated event.

When: Noon, Thursday, May 20

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

How Much: \$26.75 for members / \$32.10 for non-members

How: To Register, contact CPRS Vancouver at 604.633.1433 or visit www.cprsvancouver.com

Public participation seminar – what does it mean to be inclusive?

8:30 a.m. May 5, Roundhouse Community Centre

The BC Chapter of the **International Association for Public Participation** is holding a half-day seminar exploring what it really means to be inclusive. The morning will be led by panelists **Lizette Parsons**, Principal of big think communications and former Director of Communications for the Vancouver 2010 Bid Corporation; **Terry Wright**, Vice President of Development and Operations with the Vancouver 2010 Organizing Committee; and **Linda Mix**, Coordinator of the Tenants' Rights Action Coalition. Discussion will cover the theory of inclusion, and how to integrate that theory into your organization's internal and external operation. The Vancouver 2010 Bid Corporation's work will be used as a case study.

When: May 5. Registration 8:30 – 9 a.m., seminar & discussion 9 a.m. to noon, and lunch noon to 1 p.m.

Where: Roundhouse Community Centre, 181 Roundhouse Mews, Vancouver

How much: \$60 for non members/\$45 for members, lunch included.

How: To register, email Christine@bigthink.ca.

For more information contact Marilyn Marchment at big think communications, 604-215-7882 or marilyn@bigthink.ca.

CPRS Vancouver Awards

2004 Excellence in Communications Award applications due May 28

For an application form and complete guidelines visit www.cprsvancouver.com. Send completed submissions by 5 p.m. **May 28** to:

