

Essentials
e-Newsletter of CPRS Vancouver

Issue 43 – November 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.

Upcoming events

Pro-D session – the rules of engagement

Nov. 24, BCIT downtown campus, 11:30 a.m.

Freelance speech writer Colin Moorhouse will lead a discussion about the essential ‘rules of engagement,’ encompassing issues of oratory, event, humour, story and language and drawing on extracts of speeches he’s written for clients. In this joint session with IABC/BC, you’ll learn:

- What you can control, and what you can’t,
- How your introduction “gets” the audience at “Hello,”
- Why humour is the most challenging and dangerous choice for speech writers,
- Where the best stories come from,
- How to find your speaker’s voice.

When: Wednesday, Nov. 24, 11:30 a.m. to 1:30 p.m.

Where: BCIT downtown campus, 555 Seymour St.

How much: \$35 (members and students), \$50 (non-members), includes buffet lunch and GST.

How: To register, visit www.cprsvancouver.com or call 604-633-1433.

Speaker Series: RAV – the never-ending transportation story

Nov. 29, Moxie’s Restaurant, noon

Naina Sloan, vice-president of corporate affairs for the Richmond Airport Vancouver (RAV) Rapid Transit Project, offers insight into the workings and communication challenges of this headline-making transportation project. When complete, the RAV line will link central Richmond, Vancouver International Airport (YVR) and Vancouver along the Cambie corridor to central Broadway, the Vancouver business district and the emerging transportation hub at Waterfront Station.

When: Monday, Nov. 29, 11:30 a.m. registration, noon lunch.

Where: Moxie’s Restaurant, 180 West Georgia St.

How much: \$26.75 (members), \$26.75 (student members), \$32.10 (non-members)

(price includes GST)

How: To register, visit www.cprsvancouver.com or call 604-633-1433

CPRS Vancouver Winter Social

Dec. 14, Vancouver Lawn & Tennis Club, 6 p.m.

Raise a glass, share some appetizers and deliver season's greetings to friends and colleagues at this year's winter social. There will be lots of good food, fine drink and fantastic door prizes.

When: Tuesday, Dec. 14, 6 p.m. – 8 p.m.

Where: Vancouver Lawn & Tennis Club, 1630 West 16th St., Vancouver

How much: \$20

(price includes GST)

Registration deadline: Friday, December 10

How: To register, visit www.cprsvancouver.com or call 604-633-1433

T.S. Discovery Night: “Sailing towards a cure”

Nov. 17, Vancouver Maritime Museum, 7 p.m.

Current Communications (Kwantlen's PR Program) presents an informative evening with speakers, live entertainment, a silent auction, dessert and beverages. All proceeds will go to the BC Cancer Foundation to support Colon Cancer research. This event is inspired by teacher, long-time CPRS member and mentor to many, Terri Smolar. For more information, email sailingtowardsacure@yahoo.ca.

When: Wednesday, Nov. 17, 7 p.m.

Where: Vancouver Maritime Museum, 1905 Ogden Avenue

How much: \$25

How: To register, visit www.vancouvermaritimemuseum.com/programs_events.htm

If you're interested...

Student members speak up

The Student Services Committee recently conducted a membership satisfaction survey to better understand the needs of its student members. Thirty-five per cent of the student membership participated in the survey. Here's what they had to say:

- 93.8% said that networking was the number one reason for joining CPRS, followed by job opportunities (78.1%) and professional development (75%)
- 84.8% said a mentoring program was important
- 93.5% said they would recommend others to join CPRS
- 72.7% said they would join CPRS after graduation

The Student Services Committee has responded by adding two programs to its portfolio – mentoring and professional development workshops for students. Thank you to those students who took part in the survey.

Become accredited by the industry - deadline approaching

Application deadline December 1, 2004

CPRS Vancouver members with at least five years' public relations experience are eligible to enter the 2005 Accreditation program to earn APR designation. Application deadline is December 1, 2004. APR designation is a formal acknowledgement of a PR practitioner's knowledge and skill.

Once their applications have been approved, candidates must:

1. Submit a work sample that outlines a public relations initiative they have implemented during the past two years (due April 1), then
2. Undergo a written exam consisting of six short-answer questions and a sample communications plan, as well as a 45-minute oral exam to demonstrate verbal skills and the ability to articulate ideas about the public relations profession (in mid-October)

For more information or application details, please contact Lorie Chortyk at 604-647-1316 or by email at lchortyk@spca.bc.ca. Full program details and application forms are available on the CPRS National website at www.cprs.ca.

Keeping track

Got promoted? Started a new job? Share the good news with your PR colleagues in Essentials. Email your new coordinates to Rashpal.Rai@bc.etest.com.

Quote of the Month

“Failure to communicate is a popular explanation for a variety of human maladaise”
-- Jandt (1985)

Got news? The next Essentials comes out December 1, 2004. Deadline for submissions: noon November 26, 2004. Please send them to Rashpal.Rai@bc.etest.com. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2004.