

Essentials
e-Newsletter of CPRS Vancouver

Issue 41 – October 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.

Perfecting Your First Impression

Etiquette consultants provide practical business protocol and etiquette tips

“Suits are back,” explained Sue Jacques, co-presenter of CPRS’ professional development workshop this morning at the Marriott Pinnacle Hotel. The fact that we are returning to more formal attire in the workplace was one of the points raised when she presented on how to make a positive, lasting and professional impression.

Jacques and her colleague, Anne Marsh, dissected the first seven seconds of ‘engagement’, describing the psychological process that results in how we perceive a person. Whether our first ‘engagement’ occurs face-to-face, over the phone, through e-mail, website, etc., the top ways we can improve the impression we leave is to:

1. Be on time
2. Check your image
3. Adjust your attitude
4. Choose respectful language
5. Perfect your handshake
6. Be prepared
7. Strive for consistency

For more information about Jacques and Marsh’s company, **Influence, etiquette and protocol ltd**, visit www.influenceetiquette.com.

Upcoming events

Speaker Series – Lessons learned from BC’s forest fire season

Thursday, Oct. 21, noon, Moxie’s Restaurant

The 2003 fire season in BC was the worst on record. The lessons learned from it influenced how the province’s fire team handled communications challenges presented by this summer’s fires.

Our presenters are **Nancy Argyle**, Provincial Fire Information Officer, and **Teresa Lumsdon**, Director of Provincial Emergency Communications. They are two of the province's main forest fire communication leaders.

When: Thursday, Oct. 21, noon

Where: Moxie's Restaurant, 180 West Georgia Street

How Much: \$26.75 (members), \$32.10 (non-members), \$26.75 (students)
Price includes GST

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

Registration deadline: Tuesday, October 19

Pro-D session – ‘We Need a Speech’

Wednesday, Nov. 24, 11:30 am, BCIT Downtown Campus

What happens when they say “We need a speech?” Explore the art of speechwriting with speechwriter Colin Moorhouse. Learn to find the silence between the notes and where to use natural pauses – the breathing spaces – for audience and speaker alike. A joint presentation with IABC/BC.

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)
(price includes GST)

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

Student Speaker Series – ‘Taking a closer look at public relations’

Thursday, Nov. 4, Tourism Vancouver office, 4 p.m.

The Student Speaker Series “Taking a Closer Look at Public Relations” provides students with insights into various sectors of public relations. Featured speakers include Walt Judas, Vice President of Marketing Communications and 2010 Strategies with Tourism Vancouver; Marilyn Jacobson, Director of Communications for the Citizens Assembly on Electoral Reform; and more. Speaker series will be followed by a social event. Space at the student speaker series is limited to 20 people so register early.

When: Thursday, November 4, 4 p.m.

Where: Tourism Vancouver, 200 Burrard St.

How much: \$15 (student members), \$20 (others)

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

If you're interested...

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

Wednesday, Nov. 17, Vancouver Maritime Museum, 7:30 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.com.

When: Wednesday, November 17, 7:30 pm

Where: Vancouver Maritime Museum, 1905 Ogden Avenue

How much: \$25

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

Quote of the month

"I believe in equality for everyone, except reporters and photographers"

--Ghandi

Got news? The next Essentials comes out November 1, 2004. Deadline for submissions: noon October 27, 2004. Please send them to Rashpal.Rai@bc.etest.com. Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2004.