

# ***Essentials***

## **e-Newsletter of CPRS Vancouver**

### **Issue 47 - January 17, 2005**

**This version includes updated information. Please disregard the previous version. We apologize for any inconvenience.**

*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](mailto:admin@cprsvancouver.com).

## **Upcoming events**

### **Pro-D: making the most of online public consultation**

***Feb. 10, Terasen Building, 8 a.m.***

Public consultation is a key activity for PR professionals. University of Alberta professor Dr. Marco Adria will explore three ways to enhance your public consultation using technology. How can online technologies strengthen communication and consultation? How do online and face-to-face communication differ and how can they enhance development of a community?

**When:** Thursday, Feb. 10, 8 a.m. to 9:15 a.m.

**Where:** Georgia Room, Terasen Gas Building, 1111 West Georgia Street

**How Much:** \$35 (members and students), \$45 (non-members), price includes GST

**How:** To register, visit [www.cprsvancouver.com](http://www.cprsvancouver.com) or call 604-633-1433

### **RAV: the never-ending transportation story**

***NEW VENUE; Feb. 22, Marriott Vancouver Airport Hotel, Noon***

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

**When:** Tuesday, Feb. 22, 11:30 a.m. to 1 p.m.

**Where - NEW:** **Marriott Vancouver Airport Hotel, 7571 Westminster Hwy.**

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

**Registration Deadline:** Wednesday, Feb. 16

**How:** To register, visit [www.cprsvancouver.com](http://www.cprsvancouver.com) or call 604-633-1433

## **Lunch event: creating a new culture after a merger**

*Jan. 19, BCIT Downtown Campus, 11:45 a.m.*

IABC/BC presents speakers **Megan Verchers**, Director of worldwide employee communications for Business Objects, and **Kim Mathewes**, Principal and founder of Klear Communications, during their monthly luncheon on Wednesday, January 19.

**When:** Wednesday, Jan. 19, 11:45 a.m. to 1:30 p.m.  
**Where:** BCIT Downtown Campus, 555 Seymour Street  
**How Much:** \$54.00 (non-members), price includes GST  
**Registration Deadline:** Tuesday, Jan. 18  
**How:** visit [www.iabc.bc.ca](http://www.iabc.bc.ca) or call Erin Driscoll at 604-837-3658.

## **Media/crisis management workshop**

*Feb. 1, Waterfront Centre, 8:30 a.m.*

IABC/BC presents a morning workshop on media and crisis communications featuring issues management expert **Jocelyn Fraser**.

**When:** Tuesday, February 1, 8:30 a.m. - noon  
**Where:** Waterfront Centre, 2<sup>nd</sup> Floor, 200 Burrard Street  
**How Much:** \$215.00 (non-members), price includes GST  
**Registration Deadline:** Wednesday, Jan. 26  
**How:** visit [www.iabc.bc.ca](http://www.iabc.bc.ca) or call Erin Driscoll at 604-837-3658.

## **Breakfast with the media**

*Feb. 1, UBC Robson Square, 7:30 a.m.*

CNW Group presents a discussion panel to give communications professionals a better understanding of when your business is news and how to let the media know about it. Panel includes **Paul Bucci**, business editor with the Vancouver Sun, **Gord MacDonald**, news director with CKNW, and **Tom Walters**, News Director with CTV British Columbia.

**When:** Tuesday, February 1, 7:30 a.m. - 9 a.m.  
**Where:** Theatre Room, UBC Robson Square, 800 Robson Street  
**How Much:** Free. Register soon as space is limited  
**How:** Visit [www.newswire.ca/breakfast/index.html?EventID=112](http://www.newswire.ca/breakfast/index.html?EventID=112) or call 1-800-670-2691

## If you're interested . . .

### **New look for Essentials to be launched Feb. 1**

Essentials is designed to be the best source for news and insight about the PR industry in Vancouver. It informs members of upcoming CPRS events such as the popular Speaker Series and Pro-D sessions, and news of interest to all members. However, this is the last issue of Essentials...in this format.

The first issue of the new Essentials, which will have a more dynamic look, will be web-based. It will contain fuller, richer stories, yet be easier to scan when you are busy.

Our inaugural issue will be delivered to your email box on February 1<sup>st</sup>. The lead story will provide insight into the industry as identified in our recent membership survey.

### **Volunteers needed for aboriginal engagement and sustainability conference**

The Canadian Business for Social Responsibility (CBSR) is looking for volunteers to help with event planning and communications for its upcoming Aboriginal Engagement & Sustainability Conference. The conference focuses on the integral role the Aboriginal engagement plays in sustainability and corporate social responsibility (CSR). CBSR is a non-profit, business-led organization of Canadian companies that have made a commitment to operate in a socially, environmentally and financially responsible manner. For more information, visit [www.cbsr.ca/csrevents/vancouver.htm](http://www.cbsr.ca/csrevents/vancouver.htm). To volunteer, contact [nina@cbsr.ca](mailto:nina@cbsr.ca).

### **Indian Ocean earthquake and tsunami relief**

To date, the natural disaster in the Indian Ocean has cost the lives of 159,000 people and could claim more victims if aid does not continue to reach the affected regions.

Ours is a profession dedicated to helping build bridges between disparate groups and audiences. This is an opportunity to help rebuild bridges for real. Anyone interested in supporting ongoing assistance can visit [www.cprsvancouver.com](http://www.cprsvancouver.com) to get contact information for the relief agencies and financial institutions accepting donations.

### **Keeping Track**

Got promoted? Started a new job? Share the good news with your PR colleagues through Essentials. Email your new coordinates to [Rashpal.Rai@bc.etest.com](mailto:Rashpal.Rai@bc.etest.com).

### **Quote of the month**

*"Be not afraid of moving slowly; be afraid only of standing still"*  
-- Chinese proverb

## Got news?

The next *Essentials* comes out February 1, 2005. Deadline for submissions: noon January 28, 2005. Please send them to [Rashpal.Rai@bc.etest.com](mailto:Rashpal.Rai@bc.etest.com). Submissions may be edited for brevity, accuracy, clarity, or taste. (c) 2005.