The workplace has changed dramatically in recent years due to advances in computer and communications systems. At the same time, these changes and the growth of social media have provided employers with powerful tools for recruiting, retention, performance management and beyond.

With these new technological advances, cultural changes and ever evolving legal obligations, employers are being forced to explore their rights and responsibilities. Discover the latest trends, cases and strategies that will enable your organization to benefit from the rewards and minimize the risks of the wired workplace.

In today’s time-pressed workplace, managers, clients and employees are overwhelmed with reading demands. So they set priorities such as relevance, brevity and clarity. These principles apply to even the most mundane business communications. In fact, they apply in personal communications too including letters, email, notes to your kids, even voicemail.

Are all your messages getting across? This session will provide you with a quick refresher on your writing skills. Not only will you benefit from a review of the principles, you’ll have a chance to practice a few of the easiest “quick fixes”, ask a few questions and leave with a list of recommended writing style guides. Participants will be able to take back a list of “to do’s” and “what not to do’s”.

Social media presents an endless opportunity for businesses if you are able to create and implement strategies that will gain attention of your desired target. It can be the thread that will help connect your organization to this hyper connected world.

Many HR practitioners are beginning to draft their social media policies, and are generally concerned with controlling risk and liability associated with social media use. However, social media can be a powerful recruitment branding tool.

Most organizations are not taking full advantage of what social media can do for them or are not following the unwritten rules to social media. Discuss keys to achieving success with your efforts both internally and externally. Examine several organizations that are having great success with their efforts and what you can do to create similar success.

Focus on best practices and strategies for the major networking sites and get tips and tricks to help you maximize your efforts. Obtain the ideas and information you need to take back and implement in your organization.

Discover ways to connect, communicate, and gain buy-in when presenting and/or communicating an idea to your audience every time you speak. Obtain three secret insights that will provide you with a comprehensive overview of the fundamental differences in individual behavioural patterns in order to connect by design and not by chance with any individual or group around the globe.

Learn how to recognize what will stimulate and maintain a person’s motivation and conversely, what will turn them off. The principles can be applied to individual conversations as well as group discussions and presentations. Discover how to empower and enhance your human performance when interacting and presenting your ideas.

Obtain the latest strategies and tips on how to improve your interpersonal communication skills and learn how to communicate more effectively.
BOOK TODAY AND SAVE!

Don’t wait for the last minute to reserve your place. Get involved and stay on top of your field and your industry. **Register three (3) participants from the same organization at the same time and the 4th attends free!** Also, qualify to win training programs worth over $1000 by registering early. Early Bird registrants are the only ones who are eligible! More information and registration at: www.workplace.ca and click on “Events”.

Cost for the full day workshop (includes breakfast, lunch, coffee breaks, all four sessions and handout materials) ....

**Early Bird Registrations:**
payment and registration received before February 28, 2011

- Members of APRC/CMPA/CAAS/CPTA & Students: $114 plus HST per person
- Non-Members/Guests: $134 plus HST per person

**Regular registrations:**
payment and registration received after February 28, 2011

- Members of APRC/CMPA/CAAS/CPTA & Students: $179 plus HST per person
- Non-Members/Guests: $199 plus HST per person

Early bird registrants qualify to win management training programs worth $1000!

Register at www.workplace.ca and click on “Events” OR fill out the Fax-Back registration below

**FAX BACK REGISTRATION FORM**  (613) 721-5850

**Ottawa Full Day Conference on April 6, 2011**

- [ ] APRC/CMPA/CAAS/CPTA Members & Students
- [ ] Non-Members & Guests

Name
Title
Company
Address
City
Province
Postal Code
Telephone
Fax
Email

[ ] VISA or [ ] MASTERCARD

Card Holder’s Name ___________________________ Signature ___________________________

Expiry Date ________ ________ Add 13% HST (Our GST #: 892341421RT0001)

[ ] Cheque enclosed made payable to IPM (Don’t forget to add the 13% HST)
2210-1081 Ambleside Drive, Ottawa, ON, K2B 8C8, 1-888-441-0000 or 613-721-5957

Date ___________________________

Number of colleagues registering with you on this form: __________

Names: ____________________________________________________________

______________________________________________________________

PRINT OR TYPE ALL INFORMATION ABOVE THE DASHED LINE.

**NOTE:** Payments must accompany registrations. Space is limited so to avoid disappointment, REGISTER NOW!