

IPM EVENTS 2012

ONE DAY CONFERENCES

FALL 2012: ONTARIO

TORONTO: NOVEMBER 1, 2012

OTTAWA: NOVEMBER 6, 2012



Institute of Professional Management
2210-1081 Ambleside Drive, Ottawa, ON, K2B 8C8
Tel: (613) 721-5957 or 1-888-441-0000 Toll Free
Fax: (613) 721-5850
Web: www.workplace.ca Email: info@workplace.ca



MANAGEMENT ISSUES: WHAT YOU HAVE TO KNOW

IPM's 2012 Toronto Fall Conference *on* **Management Issues: What You Have To Know**

Date:
Thursday,
November 1, 2012

Time:
9:00 a.m. to 4:30 p.m.
(Breakfast at
8:30 a.m.)

Location:
Radisson Hotel
Toronto East,
55 Hallcrown Place,
Toronto, ON

Cost for the Full Day
Conference includes
breakfast, lunch,
coffee breaks & all
four sessions.

Get your registration
in by September 24,
2012 and become
eligible to win
training programs
worth \$1000!

Early Bird
Registration:
Payment and
registration must
be received by
September 24, 2012



Social Networks & Your Workplace: The Ever Changing Legal Landscape

*Ruben Goulart, B.A., LL.B.,
Partner, Keyser Mason Ball LLP*

Explore the rapidly evolving area of Social Networking - what it means to you and your employees. Review the legal risks, opportunities and how our courts are reacting to the challenges associated with social networking in today's workplace.

Critical issues include managing employee use of social media in an environment where many employers now require employees to use it, the importance of policy, social media as evidence in employment law, social media and post-employment perspectives, privacy and understanding your rights and obligations as an employer and the impact of social media upon your obligations as an employer under Bill 168 (amendments to the Occupational Health and Safety Act).



WSIB Fraud Update- Employers Beware

*Brian Sartorelli, President & CEO,
Investigative Research Group*

At present, fraudulent (WSIB) compensation and disability insurance claims are occurring at an alarming rate causing considerable costs to the employers. Employers often feel they are being "taken", that an employee is simply enjoying a lengthy paid vacation, ultimately at the employer's expense.

Obtain updates on red flags, PIPEDA compliance, obtaining hard evidence, pixilization, knowing the barriers and staying within the guidelines, letter of authentication, admissibility, investigative body status, claims management and complaints. Discuss the latest trends and what you need to identify, investigate and settle WSIB claims while exposing the potential fraud.



A New Wave: Recruiting on Social Media

*Harpaul Sambhi, Chief
Executive Officer and Author,
Careerify Corp.*

We know what social media is, we have seen LinkedIn and other companies rise through social recruitment, but does it actually work? Thousands of networks are out there. Learn how to utilize these technologies to find the right talent, what strategy works and what does not work.

Obtain insights on applications and education on how social networks and media are effecting recruitment, in-depth analysis on social networks which have the greatest ROI including organizations leading the way in social-HR recruitment initiatives, expert tips on usage, getting employees to refer candidates through viral networking, evaluating social networks and why job boards and traditional advertising will eventually die.



The Jewels of Change- Mining Treasures in an Evolving Workplace

*Adele Alfano,
Canada's Diamond Coach*

A working career is full of change and transition. A successful working life over the long haul often means accepting that nothing is as constant as change.

This dynamic session will walk participants through the tools for mining treasures in today's changing workplace. Discover how to manage change through a step-by-step D.I.A.M.O.N.D. design. Focus on employees being 'mining opportunists' for change. Obtain a specially designed personality GEM assessment that identifies workplace stressors and how they affect our capacity to cope with change while still taking care of yourself during the transition process. Learn how to be your own "diamond miner" by celebrating your uniqueness, encourage positive self-dialogue, embracing change and reconnecting with your inner self.



Sponsored by: Institute of Professional Management • Workplace Today® Online • Association of Professional Recruiters of Canada • Canadian Management Professionals Association • Canadian Association of Assessment Specialists • Canadian Professional Trainers Association



MANAGEMENT ISSUES: WHAT YOU HAVE TO KNOW

IPM's 2012 Ottawa Fall Conference on Management Issues: What You Have To Know

Date:
Tuesday,
November 6, 2012

Time:
9:00 a.m. to 4:30 p.m.
(Breakfast at
8:30a.m.)

Location:
Sheraton
Ottawa Hotel,
150 Albert St.,
Ottawa, ON

Cost for the Full Day
Conference includes
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coffee breaks & all
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The Latest on Constructive Dismissal, Termination for Cause and Post-employment Restrictions

*Melanie Polowin, LL.B.,
Partner, Gowlings*

Canadian courts have placed increasing emphasis on the fundamental importance of work to an individual's financial and personal worth. Explore three critical issues that have been heavily affected by this trend toward a "right to work" mindset.

Constructive Dismissal: Review the latest trends, tests and practical strategies for minimizing risks.

Termination for Cause: The old rules are out the window. The new rules and tests are baffling for many employers. Discuss lessons learned by employers who tried to do it "old-school", the steps and processes employers must follow to have any hope of successfully asserting cause.

Controlling Solicitation and Competition by Ex-employees: The law is rapidly evolving in this area, mainly (though not exclusively) in favour of employees. Discover the many ways in which typical restrictive covenant wording is being rejected by courts today. Examine the strategies that might give these clauses a chance of being enforced and a truly pro-employer trend: the expansion of obligations owed by quasi-fiduciary employees.



WSIB Fraud Update- Employers Beware

*Brian Sartorelli, President & CEO,
Investigative Research Group*

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Social Recruitment: Use LinkedIn to Support Your Big Picture Talent Attraction Strategy

*John Fleischauer, Talent Attraction
Manager, Halogen Software Inc.*

With the evolution of the internet, candidate pools and sourcing strategies are shifting in a very significant way. While traditional sourcing strategies are still relevant, organizations are increasingly using social media sites like LinkedIn to source candidates for employment and to investigate applicants they are considering for hire.

Discover key steps on how you can use LinkedIn as a recruiting tool in support of an overall recruiting strategy. Highlights include how to effectively use LinkedIn as a recruiting channel while concurrently building your organization's employment brand to attract and repel the right talent, why and how to build your professional LinkedIn network as a means of sourcing hidden talent and passive job-seekers. Review key steps to develop a LinkedIn recruiting strategy that supports and aligns with your overall talent management strategy.



Outclass the Competition – Business Etiquette

*Suzanne Nourse, Founder
& Director, The Protocol
School of Ottawa*

Companies are looking for individuals who can handle themselves in all situations from business meetings to client lunches. Are your employees truly experts at projecting a positive impression?

Eighty-six per cent of people experience anxiety when in a social or business setting meeting new people.

In this upbeat interactive session, learn how to make a positive first impression, make an entrance and look like you belong - even if you'd rather be somewhere else! Obtain practical tips and strategies which can be applied to a corporate networking event or your neighbour's cocktail party. Discover new ways to work a room, handle introductions, remember names, shake hands or even manage the cocktail plate and glass. Knowledge gives confidence. Confidence gives strength.



Sponsored by: Institute of Professional Management • Workplace Today® Online • Association of Professional Recruiters of Canada • Canadian Management Professionals Association • Canadian Association of Assessment Specialists • Canadian Professional Trainers Association

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 by September 24, 2012**

Members of APRC/CMPA/CAAS/CPTA & Students:
\$119 plus HST per person (\$134.47)

Non-Members/Guests:
\$139 plus HST per person (\$157.07)

Regular registrations:

payment and registration **received after September 24, 2012**

Members of APRC/CMPA/CAAS/CPTA & Students:
\$179 plus HST per person (\$202.27)

Non-Members/Guests:
\$199 plus HST per person (\$224.87)

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

Toronto: November 1, 2012 **Ottawa November 6, 2012**

PLEASE INDICATE WHICH CONFERENCE YOU WISH TO ATTEND

APRC/CMPA/CAAS/CPTA Members & Students

Non-Members & Guests

Name		Title	
Company		Address	
City	Province	Postal Code	
Telephone	Fax	Email	

VISA or MASTERCARD Expiry Date

MM	YY

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

Card Holder's Name _____ Signature _____
(not valid without an authorized signature)

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 : _____

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