



“Government Relations for the 2009 Recession”

Thursday, April 2, 2009 at the University Club of Toronto
380 University Avenue, Toronto, ON

Leonard Domino

“Because of the worldwide recession, Ontario today is facing falling revenues and a deficit of \$18 billion over the next two years. We have to plan government relations with those realities in mind.”

Leonard Domino

Government will be looking to stimulate the economy. That may create opportunities for organizations with proposals that give fast results. Government will also be wrestling with falling revenues. That may put pressure on funding. One thing is for sure: during the recession, it's going to be more important than ever to stick to proven, collaborative strategies for negotiating with government.

Our outstanding speakers make this a “must see” government relations seminar.



Greg Sorbara was the Ontario Finance Minister who got rid of the province's last deficit. Sorbara was first elected to the Ontario legislature in 1985 and held several cabinet appointments in the David Peterson Liberal Government (1985-1990). He is best known politically for the leadership he showed as Ontario's Finance Minister and as a key architect of Liberal success in the province as President of the Liberal Party of Ontario and as Liberal Campaign chair in the 2003 and 2007 Provincial Elections (both Liberal victories). No one has a deeper understanding of both the policy and the politics of today's Ontario.



The Honourable Elinor Caplan served as Ontario's Minister of Health and held four other federal and provincial cabinet positions during her 25 years as an elected official. That broad experience lets her offer a “Minister's eye view” of the government relations process.



Arthur Lofsky served as Director of Policy for two Ontario Ministers of Finance. He was directly involved in the preparation of Ontario's last five provincial budgets and can offer a real insider's view of the budget process.



“Jennifer Mossop combines her experience as a working journalist with the things she learned as a member of the Ontario Legislature to provide unique insights into the communications issues that are so important to effective government relations.”

Agenda & Details on other side...



Rory Demetrioff, Partner,
Leonard Domino &
Associates

What You Will Learn at the “Government Relations for the 2009 Recession Seminar:

- How to work collaboratively with government to resolve your issues.
- Proven best practices for gathering information and for scheduling and conducting a meeting with government officials.
- How to research the values and needs of the key senior officials in government in the recessionary environment.

Who Should Attend:

- Presidents, Chief Executive Officers, Senior Government Relations Executives from corporate and non-profit organizations.
- Individuals with new or expanded Government Relations responsibilities.

Agenda:

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| 8:00am - 9:00am | Registration & Continental Breakfast |
| 9:00am - 10:00am | Len Domino - “Seven Lessons I Have Learned in 20 Years of Government Relations” |
| 10:00am - 10:45am | The Hon. Elinor Caplan - “How to Develop a Positive Relationship with Government” |
| 10:45am - 11:00am | Break |
| 11:00am - 12:00pm | Jennifer Mossop - “Understand How Best to Communicate the Needs of Your Organization to Government, and how to Effectively Use Media Coverage to Support Your Issues” |
| 12:00pm - 1:00pm | Lunch |
| 1:00pm - 2:00pm | Rory Demetrioff - “The Who’s Who of Government” and “Best Practices for Obtaining Meetings with Government Officials” |
| 2:00pm - 2:30pm | MPP Greg Sorbara |
| 2:30pm - 2:45pm | Break |
| 2:45pm - 3:30pm | Arthur Lofsky - “Before, During, and After the Government’s Budget. How to Get Your Proposals Included in the Plans of Your Ministry” |
| 3:30pm - 4:15pm | Rory Demetrioff & Len Domino - “How to Conduct Successful Meetings with Government Officials” and “The Win-Win Approach to Negotiating with Government” |
| 4:15pm - 5:30pm | A Wine and cheese, open to all friends of the company. |

Details

Date:

Thursday, April 2, 2009

Location:

University Club of Toronto (380 University Avenue, Toronto, ON)

Limited Spots Available:

Attendance at the seminar is limited to 48 guests, allowing for an intimate environment for you to ask questions – and get answers – throughout the day.

Cost:

\$525 plus GST for the first registration from your organization.

\$425 plus GST for additional registration(s).

Early Bird Discount: Two tickets for the price of one before February, 7, 2009

Coming from out of town? The University Club of Toronto has newly renovated accommodations in the heart of downtown.



For more information and to reserve your spot, visit www.leonarddomino.com
Telephone: 416-860-6244