EDUCATOR’S & COMMUNICATOR’S ROUNDTABLE WORKSHOP
The Westin Bear Mountain Golf Resort & Spa, Victoria ~ Mount Baker Room
October 23rd, 2019; 10:00 am – 1:30 pm

This is an interactive workshop.
Please come prepared to participate and share your stories and insights.

1. Introductions 10:00 am – 10:25 am
   - Meet & Greet Activity
   - Introduce Parking Lot Board

2. Guest Speaker: Denise Helm
   - Topic determined by participant request prior to conference 10:25 am – 10:55 am
   Denise has more than 25 years of experience as a reporter and columnist. Denise Helm is the Director of Media Relations and Public Affairs at the University of Victoria, where she came in 2012 after more than 25 years in journalism including as the Editor in Chief of the Times Colonist. With her role at the university dealing with numerous stakeholders, as well as her experience in newsrooms as a reporter, city editor and online news editor, Denise brings a 360-degree view of communicating to different audiences. In her current position, Denise leads the planning and implementation of strategic communications, issue communications and media relations that help enhance UVic’s reputation and presence.

3. Q&A 10:55 am – 11:10 am

4. Guest Facilitator: Audra Lesosky 11:10 am – 11:20 am
   - From Seed to Implementation
   Audra is a marketer with more than 30 years of experience as a writer, creative director and strategist. As Executive Vice President with McKim Communications Group in Winnipeg, she contributes to all agency operations and leads its strategy and branding practices. Her strategic insight has been instrumental in building brands and communications programs for clients such as Travel Manitoba, the University of Manitoba, Lethbridge College, the City of Red Deer, Canada Mortgage and Housing Corporation, and First Nations Health Authority. Specific to recycling communication, Audra developed the strategies for launching municipal recycling programs for the cities of Regina and Saskatoon, and currently provides strategic insight to the Canadian Beverage Container Recycling Association.

5. Group Discussion – From Seed to Implementation 11:20 am – 11:55 am
   - How to develop a successful campaign
   - How do you communicate about the environment?
   - Success Stories
6. Lunch 11:55 am – 12:20 pm

7. Guest Speaker: Ruben Anderson – *Behaviour Change* 12:20 pm – 12:40 pm

Ruben Anderson was a dynamic and memorable keynote speaker at the 2017 CWMA Conference, and will share about the harsh reality of cognitive limits when it comes to changing behaviour. Ruben has taught Sustainable Design at the Emily Carr University, consulted on future-proofed, locally resilient systems for the City of Vancouver’s Sustainability and Planning Department, as well as for BC Housing, Industry Canada and private sector clients. Currently, a consultant based in Victoria, BC, Ruben is the Board Chair of the non-profit, City Green.

8. Group Discussion Q & A: *Behaviour Change* 12:40 pm – 1:15 pm

◦ What role does behaviour play in environmental education?

9. Wrap Up Activities 1:15 pm – 1:30 pm

◦ A Note to Your Future Self
◦ Feedback

We hope to see you there!

Ingalisa Burns, Let’s Talk Trash
Tai Uhlmann, Let’s Talk Trash
Mallory Palliyaguru, Abbotsford Mission Recycling Program