

Lobbying, Government Relations & Ethics

The Latest Rules and Strategies for Compliance

Lawyers, government staff, communications and public relations professionals will discuss:

- Risk management - understanding the rules to ensure your organization stays compliant
- The legislative and regulatory framework and the latest case law
- Managing issues in a minority parliament - why it matters for government relations
- The interactions of MPP's with external stakeholders
- Understanding a Minister's mandate, priority and functions
- Doing business in Ottawa post-*Federal Accountability Act*
- Understanding how decisions are made - the role of cabinet committees, PMO, central agencies and who the key decision-makers are
- Dealing with political staffers, fostering good relationships and getting things done
- How to frame your message and link it to government interests and priorities

Keynote Speaker

Guy W. Giorno, Fasken Martineau DuMoulin LLP
"Ethical Issues at the Intersection of Private Sector and Government"

Chair

Daniel Brock, Fasken Martineau DuMoulin LLP



DATE & TIME

Wednesday, May 23, 2012
 9:00 a.m. - 5:00 p.m. EDT/EST

LOCATION

Osgoode Professional
 Development Centre
 1 Dundas St. W., 26th Floor
 Toronto, ON

Webcast
 available



Lobbying, Government Relations & Ethics

The Latest Rules and Strategies for Compliance

Get valuable advice on how to be effective – and stay inside...

Individuals and organizations who deal with the government must ensure that they do not violate lobbying rules, particularly as they face public scrutiny for their actions. The issues raised have enormous potential consequences, including possible risk to your organization or client's public reputation.

At the same time, there are new calls for changes to the *Federal Lobbying Act* including a push for greater clarity, as well as a possible expansion of the Commissioner's powers.

Featuring concise presentations and focused panel discussions, this *Osgoode Professional Development* program brings together an expert faculty who will ensure you'll walk away better informed and more confident in handling the issues you will face, including:

- The "ins" and "outs" of the legislation
- The dynamics in working with a minority parliament
- How to stay compliant when engaged in lobbying activities
- When and how to seek out the assistance of a PR firm
- How to ensure you're not the latest scandal in the headlines

Plus! Get valuable insight from **Guy W. Giorno**, speaking on "*Ethical Issues at the Intersection of Private Sector and Government*".

Register now by visiting www.osgoodepd.ca, calling 416.597.9724 or 1.888.923.3394, emailing opd-registration@osgoode.yorku.ca or faxing 416.597.9736.

Keynote Speaker

Guy W. Giorno, Fasken Martineau DuMoulin LLP

Chair

Daniel Brock, Fasken Martineau DuMoulin LLP

Faculty

Jill Fairbrother
Senior Vice President
Ketchum Public Relations Canada

Chris Froggatt
National Public Relations Inc.

Jim Maclean
President, Tactical Advice/Strategic
Communications Inc.

Rosario Marchese, MPP
Trinity-Spadina

Perry M. Martin
Fasken Martineau DuMoulin LLP

Lynn Morrison
Integrity Commissioner and
Lobbyist Registrar of Ontario

Yasir Naqvi, MPP
Ottawa Centre

Dan Robertson
Indent Communications Ltd.

Karen E. Shepherd
Commissioner of Lobbying of Canada

Jacques J.M. Shore
Partner and Past-Chair, Government Affairs
Gowling Lafleur Henderson LLP

8:30 **Registration and Continental Breakfast**

9:00 **Welcome and Introduction from the Chair**

Daniel Brock, Fasken Martineau DuMoulin LLP

9:10 **Keynote Address “Ethical Issues at the Intersection of Private Sector and Government”**

Guy W. Giorno, Fasken Martineau DuMoulin LLP

10:10 **Understanding the Legislative and Regulatory Framework (Ontario and Federal) and Compliance Obligations**

Moderator

Jacques J.M. Shore, Partner and Past-Chair, Government Affairs, Gowling Lafleur Henderson LLP

Panellists

Daniel Brock, Fasken Martineau DuMoulin LLP

Lynn Morrison, Integrity Commissioner and Lobbyist Registrar of Ontario

Karen E. Shepherd, Commissioner of Lobbying of Canada

- What is lobbying?
- The different types of lobbyists (in-house vs. consultant)
 - obligations to register; time tracking; compliance obligations
- *Federal Lobbying Act*, Regulations and Codes of Conduct
 - Office of the Commissioner of Lobbying of Canada
 - roles and responsibilities
 - public office holders (and designated public office holders)
 - who are they?
 - Federal Registry of Lobbyists
 - provisions regarding breach and enforcement of the Act
- *Ontario Lobbyists Registration Act*, 1998
 - an overview of the Act
 - the role and responsibilities of the Lobbyist Registrar
 - the push for transparency
- Differences between the Federal and Provincial legislative frameworks
- Case Law update

11:00 **Refreshment Break**

11:15 **Issue Management in the Political Context - Understanding and Working with Parliament**

Dan Robertson, Indent Communications Ltd.

- What is issues management?
 - understanding what is and what is not an issue
- How the government views media relations and issues management
- Setting priorities and making decisions
- The daily battle to establish the dominant frame
- Why it matters to organizations engaged in government relations

12:00 **Networking Luncheon**

1:00 **Working in and with Ontario’s Minority Parliament**

Rosario Marchese, MPP, Trinity-Spadina

Yasir Naqvi, MPP, Ottawa Centre

In this special panel discussion, sitting MPP’s for the Legislative Assembly of Ontario will discuss the unique circumstances in working as part of Ontario’s minority Parliament. They will speak directly to:

- How a minority government affects the dynamics between MPP’s
- How a minority government affects the dynamics between caucus and party leaderships
- The interactions of MPP’s with external stakeholders
- The challenges organizations face in getting their message heard
- Understanding the limitations of a minority Parliament
 - working with the different interests
 - framing your message to get government action

2:15 **Roles and Responsibilities at Different Levels of Government**

Chris Froggatt, National Public Relations Inc.

- The role of the Minister – understanding a minister’s mandate, priorities and functions
- The Minister’s Office - how it operates and who the key players are
- The Public Service – the interaction between the public service and the political side
- How decisions are made – the role of cabinet committees, PMO, central agencies and who the key decision-makers are
- Satisfying the information needs of Ministers and bureaucrats
- The political environment – doing business in the capital, post-*Federal Accountability Act*

3:00 **Refreshment Break**

3:15 **Strategic Advancement of Issues and Policy in the Pre and Post Election Windows**

Perry M. Martin, Fasken Martineau DuMoulin LLP

- How does my organization get on the Agenda?
 - how best to influence an election platform and why that is important
- How much does the civil service matter?
 - what is the role of the civil service pre and post election and how best to access them
- How best to advance issues/policy during an election
- Platforms versus transition planning - where to focus
- The role of organizations in transition planning

Agenda [Cont'd]

4:00 Working with a PR Firm: How to Develop and Implement an Effective Strategy to get your Message Heard

Jill Fairbrother, Senior Vice President
Ketchum Public Relations Canada

Jim Maclean, President, Tactical Advice/Strategic Communications Inc.

- Assisting in government relations efforts
- Identifying and refining the argument (framing the message)
- Linking to government interests and priorities
- Building public support to sway government action
- Getting the word out (use of media contacts)
- Leveraging the media for a more effective lobbying/government relations campaign
- Be clear, be brief, be gone

5:00 Program Concludes

"Great, comprehensive agenda that is useful to a wide variety of government relations professionals" (2010)



LSUC (ON) CPD: pending; the **Barreau du Québec, BC CPD, Law Society of New Brunswick, Northwest Territories, Nunavut and Manitoba** for 6.5 credit hours for CPD requirements; the **New York CLE Board** for 7.5 credit hours in the Area of Professional Practice for transitional and non-transitional lawyers. Eligible for CLE/Insurance Premium Credits Program offered by the **Law Society of PEI** and for Alberta CPD credit with the **Law Society of Alberta**. Questions? E-mail: cpd@osgoode.yorku.ca or refer to the program website.

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Registration

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Substitution of registrants is permitted at any time. If you are unable to find a substitute, a full refund (less \$75 administration fee) is available if a cancellation request is received in writing 14 days prior to the program date. No other refund is available.

Program Changes

We will make every effort to present the program as advertised, but it may be necessary to change the date, location, speakers or content with little or no notice. In the event of program cancellation, York University's and Osgoode Hall Law School's liability is limited to reimbursement of paid fees.

Date & Time

Wednesday, May 23, 2012

9:00 a.m. - 5:00 p.m. EDT/EST

Please arrive a half hour early for sign-in and material pick-up.

Dress is business casual.

Location

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Downtown Toronto Conference Centre

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