

Changing Alberta: Pursuing the Public Interest

APRIL 13 & 14, 2007

DELTA EDMONTON SOUTH HOTEL
4404 GATEWAY BLVD, EDMONTON

AGENDA

FRIDAY, APRIL 13, 2007

- 6:00 pm Registration Foyer, Top of the Inn
- 7:00 pm Welcome & Introductory Remarks Top of the Inn
- Keynote Presentation**
- Redefining the Alberta Advantage: How Alberta's public interest organizations can contribute to the building of a better Canada**
- Tony Clarke, President & Executive Director, Polaris Institute
- Plenary Discussion
- 8:45 pm Reception

Saturday, April 14, 2007

- 8:30 am Registration Foyer, Empire Room
- 9:00 am Welcome & Overview of the Day Empire Room
- 9:10 am **Opening Plenary Panel**
- Making a Difference through Advocacy**
- Tyson Slocum, Director, Public Citizens' Energy Program
Monica Lysack, Executive Director, Child Care Advocacy Association of Canada
Annie Kidder, Executive Director, People for Education
- Plenary Discussion
- 10:00 am Lifestyle Break
- 10:15 am **Taking Action: On the Front Lines of Political Advocacy**
- A look at how we are trying to change Alberta through the work of the nine task forces of Public Interest Alberta. The Task Force breakout sessions will feature a short talk from key advocates involved in each theme.*
- Concurrent Sessions**
- Session One - 10:15 - 11:05 am**
- | | |
|---------------|--------------------------|
| Childcare | Democracy |
| Education | Post-Secondary Education |
| Privatization | Seniors |

Session Two - 11:15 - 12:05 pm

Childcare	Cities
Democracy	Environment
Living Wage	Privatization

12:15 pm

Lunch

Empire Room

Session Three - 1:15 - 2:05 pm

Cities	Education
Environment	Living Wage
Post-Secondary Education	Seniors

2:15 pm

Working Together: Strategies & Actions to Pursue the Public Interest

Empire Room

These seven breakout sessions are designed to help participants learn and discuss how we can more effectively pursue the public interest:

Delivering the Message: Effective communication strategies

Framing the Debate: Advocacy and the media

Creative Events: Organizing with art and popular culture

Seeing the light or feeling the heat: Lobbying decision makers

Joining Forces: Building networks and coalitions

Knowing the Facts: Connecting research and advocacy

Raising the Money: Finding the funds to make it all happen

3:30 pm

Lifestyle Break

3:45 pm

Closing Plenary Session

Envisioning the Next Steps Forward

Empire Room

This session will start with a report back from the breakout sessions on strategies and actions that individuals, organizations and PIA can do to more effectively pursue the public interest. A panel of three speakers will then lead off a discussion about the next steps forward.

Gillian Steward, Journalist, Author and Current Editor of Alberta Views Magazine

Gil McGowan, President, Alberta Federation of Labour

Janice Melnychuk, Councillor, City of Edmonton