



sponsored by:

CNW GROUP

March 24, 2010  
7:30 a.m. to noon  
Hotel Fort Garry  
Winnipeg, MB

# CPRS Manitoba's 2010 Social Media Conference

CPRS Manitoba is pleased to present a special half-day conference sponsored by CNW Group on integrating social media into public relations and communications strategies. We have assembled a stellar panel of speakers who will bring us case studies and their experiences working with the latest online tools and tactics.

Our keynote speaker, Keith Bilous, founded Winnipeg-based ICUC Moderation Services, which works with some of the world's biggest brands (including Molson, Microsoft and Dove) to execute cutting edge online user-generated campaigns. And our panel discussions will bring you a variety of perspectives on how social media is changing the way we interact with our audiences.

In addition, CPRS will host the 3rd Annual Communicator of the Year Award presented by Marketwire to honour an outstanding individual (or organization) who has demonstrated excellence in public communications over the past two years.

**Register today...early bird rates for luncheon and conference expire March 5, 2010!**

Learn from local and global social media success stories.



# Agenda 2010 Social Media Conference

**7:30 – 8 AM Registration & Breakfast**



**8:30 AM Welcome**

**8:45 AM Keynote: Protecting Global Brands Online**

Keith Bilous, President of ICUC Moderation Services. ICUC is a global leader in moderating online content. It helps some of the world's biggest companies to protect and enhance their top brands' reputations and credibility.

**9:30 AM Panel 1: How Social Media Is Changing Local News**

The news business has changed irrevocably with television, radio and newspapers all moving online. If you want breaking news today, you'll find it on Twitter and Facebook in real time as it happens. And the Web is home to local start-up news and opinion blogs, vlogs and broadcasts that are changing the way we get our news. Panelists: Bruce Owen, Winnipeg Free Press; Glenn Tinley, Studio Publications; Curtis Brown, Endless Spin Cycle and Probe Research.

**10:30 AM Coffee Break**

**10:45 AM Panel 2: Leveraging Your Social Network**

So you've launched a Facebook group, but no one is joining? You've joined Twitter, but don't know what to tweet? Join us to learn how large and small organizations are successfully using social media to talk to their audiences. Panelists: Jason Hasselmann, New Media Now; Corey Quintaine, Kildonan Place Shopping Centre; Shel Zolkewich, ShinyPackages; Rebecca McCormack, Cake Clothing; Colin Whitney, Mars Hill Group.

**12 PM Manitoba Communicator of the Year Gala Luncheon**

CPRS Manitoba will present the 3rd annual award to an individual or organization that has demonstrated excellence in public communications over the past two years.

Luncheon sponsored by:  marketwire

## Join CPRS Today!

The Canadian Public Relations Society (CPRS) is the only association dedicated solely to professionals who practice the art of Public Relations (PR) in Canada.

CPRS Membership is available exclusively to individuals who are engaged in the practice of PR on behalf of business and industry, consulting firms, trade and professional associations, governments, educational institutions, health and welfare organizations, and other similar endeavours.

Members enjoy invaluable educational and networking opportunities, and keep up-to-date on the latest trends in the industry.

**Visit [www.cprs.mb.ca](http://www.cprs.mb.ca)  
to learn more and to  
become a member.**

# Speaker Biographies

## Keynote Speaker – Protecting Global Brands Online



**Keith Bilous** is the founder and President of ICUC Moderation Services, the global leader in content and community moderation services. His team of multi-lingual experts manage, monitor and moderate millions of conversations, comments, photographs and videos for some of the largest companies in the world. Keith's reputation and continued commitment to building partnerships, leading innovation, achievement and growth is unequalled and has positioned Keith and ICUC as leaders in the social media industry.

## Panel 1 – How Social Media Is Changing Local News



**Curtis Brown** is one of Manitoba's most-recognized political writers and commentators, demonstrating how new media have taken a prominent place in the province's social and political landscape. A former newspaper reporter and columnist with the Brandon Sun and later the Winnipeg Free Press, Curtis is also the author of the blog Endless Spin Cycle, which comments on local, provincial and national politics (as well as a whole bunch of other things) from a Manitoba perspective. Curtis, who currently serves as a research associate with Winnipeg's Probe Research, also examines blogging from an academic perspective and has recently completed his M.A. Thesis in Political Studies at the University of Manitoba, which focused on the extent to which partisan blogs affect the media's coverage of the federal government.



**Bruce Owen** joined the Winnipeg Free Press in 1990 after four years working in other media. He has worked in a number of positions at the paper, including pet columnist, assistant city editor and police reporter. He currently works at the Manitoba legislature. Bruce was one of five reporters who won a National Newspaper Award for the paper's coverage of the 1997 Flood of the Century. He is also the recipient of the 1996 Volunteer Centre of Winnipeg Media Golden Hand Award and the 1995 Canadian Federation of Humane Societies Media Commendation Award.



**Glenn Tinley** is President of Studio Media Group (SMG), the parent company of Studio Publications, Studio Online Solutions, [itwinnipeg.com](http://itwinnipeg.com) and [itvbrandon.com](http://itvbrandon.com). Studio Publications publishes paper and digital versions of the market's leading consumer publications, which include Winnipeg Women, Winnipeg Men, Dish, Marketplace and Dream Spaces magazines. A portal for local news, videos and publication links, [itwinnipeg.com](http://itwinnipeg.com) was successfully launched in early 2010. Its sister site, [itvbrandon.com](http://itvbrandon.com) is Brandon's online broadcaster, filling a need for local news and programming in the province's second largest centre.

## Panel 2 – Leveraging Your Social Networks



**Rebecca McCormack and Jason Hasselmann.** Rebecca is founder and owner of Cake Clothing. She has worked in the fashion industry for 20 years. Her background includes time at Holt Renfrew as department head. She is a self-taught fashion designer and has been designing and importing Cake dresses since 2006. In 2005, Rebecca won emerging Entrepreneur for Western Canada and in 2009 she was a finalist for the Manitoba Female Entrepreneur for international trade. Her company recently launched CakeTV and is active on YouTube and Facebook.



**Jason** is CEO of New Media Now, a new media production company and consulting firm that specializes in online broadcast quality new media content deployed through social media. New Media Now produces CakeTV in the new media space for Cake Clothing.



**Corey Quintaine** is Marketing Director for Kildonan Place Shopping Centre where he has been a leader in social network marketing among the Ivanhoe Cambridge company. Kildonan Place is the only major shopping centre in Manitoba to actively include social networks as part of its marketing plan. With 15 years of experience in both retail and non-profit sectors, he is a member of the Advertising Association of Winnipeg, the Canadian Marketing Association and the International Council of Shopping Centres. In his spare time, Corey acts as Marketing Director for the BS Comedy Players, a theatre troupe that picks up where the Winnipeg Press Club's "Beer & Skits" left off. Along with being the group's so-called "marketing guru," he also helps write and performs in the political satire, musical comedy show.



**Colin Whitney** is creative director of Mars Hill Group, an innovative Winnipeg-based new media agency that has pioneered new ways to integrate social media with traditional marketing. He was the brains behind Speak Up Winnipeg, in which the City of Winnipeg used the Web and social media to collect, share and process information from citizens to help develop the city's 25 year plan.



**Shel Zolkewich** wears a number of hats during the day. She's a partner in Jackfish Media Group, a boutique advertising agency with clients that include the University of Winnipeg and Liquor Marts. As a travel writer, Shel has contributed to Outdoor Canada, explore, The Beaver, Cottage Life, enRoute, Western Living, Flavours, Westjet and Going Places magazines, The National Post and The Globe and Mail. She's a member of the Travel Media Association of Canada and winner of The Globe and Mail Travel Media Award, part of the Tourism Industry Association of Canada National Awards for Tourism Excellence. She writes a regular shopping column in the Winnipeg Free Press and she's the author of a one-year old blog focusing on new products. She's an avid Facebooker and admitted Twitter addict.

Conference  
sponsored by:



CNW GROUP

