

Conference Itinerary

Monday, September 19, 2011

Speakers

2:30pm – 5:30pm Registration Begins

5:15pm Please gather in the hotel lobby for transport to the Welcome Event.

5:30pm Trolleys Depart Hotel

6:00pm-9:00pm **Welcome Event**

Location: Museum of Anthropology
Dress Code: Business casual (no ties required)

This stunning building, with its cultural treasures and magnificent vistas, is the perfect place to welcome participants to Canada's west coast.

Following opening remarks and a special presentation, delegates can proceed outside for the reception or take a tour of the museum. The museum will be open exclusively for INFO2011 delegates and their guests.

Museum staff will be present at various locations throughout the building to provide information on the exhibits. The museum's gift shop will also be open throughout the evening, offering some of the more authentic and interesting cultural souvenirs you will find in Vancouver.

Two drink tickets will be provided for local beer and wine, or soft drinks. A cash bar will be available for other or additional drinks.

THE HON.
STEVEN L. POINT,
LIEUTENANT
GOVERNOR OF BC

9:00pm Trolleys Depart Museum of Anthropology

Tuesday, September 20, 2011

Speakers

7:00am – 9:00am Registration
Networking Breakfast

9:00am – 9:15am **Conference Opening Remarks**

JIM EMMERTON

9:15am – 10:30am **Plenary Session 1: Scenes from the Social Media Revolution**

DAVE OLSON

Social media is the fastest growing communication tool in history and impacts business, government and personal life. By using these emerging tools and tactics, you can rapidly identify stakeholders, monitor conversations and keywords, and efficiently mitigate conundrums. Using examples – ranging from world affairs to corporate snafus to business campaigns – Marketing Director Dave Olson from HootSuite (a social media dashboard used for online brand management) will share practical tips for using social media in the workplace and highlight key challenges and opportunities for Ombudsman offices.

10:30am – 10:45am Refreshment Break

10:45am – 12:00pm Breakout Sessions

1. Managing Your Online Reputation

Ballroom A

TONY WILSON

Learn how to manage your organization's online reputation in the ever-changing social media landscape. Vancouver Lawyer Tony Wilson covers what Ombudsmen need to know to build, manage and protect the online reputations of their organizations from a legal perspective, using relevant examples including FedEx, the Israeli Defense Forces, MI6, the Insurance Corporation of British Columbia, Domino's Pizza, United Airlines, and other organizations who have either had problems or successes with the use (and the misuse) of social media. He will also discuss the importance of having social media policies that apply to your organization's employees, and will discuss tools for monitoring what is said about your organization online.

2. How Social Media is Turning Business Up-side Down

Ballroom B

SHANE GIBSON

Today there are close to one billion consumers and community members globally who use the social web to communicate, collaborate and create change. With each blog entry, Tweet and video posted online they are contributing collectively to how the world sees your business. In fact the consumer now owns our brand. This real-time un-filtered dialogue poses major opportunities and threats from a human resource, marketing, sales and of course regulatory perspective. In this fast paced session Shane Gibson co-author of Sociable! will share stories involving ING Direct, billdirect.com and Ford, discussing:

- The New Rules of Engagement in business communications and leadership
- How to tap into the social web for real-time business intelligence and influence
- Top social media management and monitoring tools
- How to launch your organization into the social media space
- Why your client relationship management strategy needs to be socially equipped

3. Communicating in a Multi-Stakeholder Online Environment

Grouse Room

SARA BEARCHELL

The rise of digital technologies has significantly shifted the media landscape. Authority and influence have been dispersed, and the rules of engagement have been rewritten. Welcome to the new multi-stakeholder universe. Discover how communicators can adapt and thrive in this new environment by learning to listen first, then talk second. Public relations professional Sara Bearchell will draw on several case studies including TransLink and the Vancouver Police Department during the recent riots in Vancouver to demonstrate how Ombudsmen can begin to navigate these tricky waters and balance the interests of multiple stakeholders.

12:00pm – 1:30pm Lunch and Featured Speaker

DOUGLAS HYNDMAN

1:30pm – 2:30pm	Plenary Session 2: Balancing Advocacy with Impartiality All Ombudsmen must walk the fine line between advocating for effective dispute resolution and good public policy outcomes, and not compromising the neutrality and impartiality on which our offices are built. This session will feature a panel discussion with Ombudsmen from around the world, delivered in a fun, innovative format. <i>Please note that the participants were asked to take sides and that the positions they argue in the debate may not be their personal views nor those of their organizations.</i>	PROFESSOR THE HON. MICHAEL LAVARCH DOUGLAS MELVILLE ADV. CLIVE PILLAY KAREN STEVENS DAVID THOMAS
2:30pm – 2:45pm	Refreshment Break	
2:45pm – 4:15pm	Plenary Session 3: Effective Media Relations Strategies Public relations professional Elisha McCallum and reporter/radio talk show host Sean Leslie discuss what Ombudsmen can expect from today's media environment, including topics such as the importance of developing a media relations strategy for your organization and how to react to high pressure media situations. Participate or observe as these presenters conduct live mock interviews and provide instant feedback, highlighting best practices, techniques and tips for handling tough interviews.	SEAN LESLIE ELISHA MCCALLUM
4:15pm – 4:30pm	Day One Wrap-Up	
4:30pm – 5:30pm	INFO Network Annual General Meeting INFO Network Members are asked to join the Network Committee for the Annual General Meeting and a briefing on work the Committee has been doing on Ombudsman Standards.	COLIN NEAVE FRANCIS FRIZON DAVID THOMAS
5:30pm onwards	Unprogrammed Evening Please see the Local Cuisine portion of this programme for a list of dinner choices in Vancouver.	

Wednesday, September 21, 2011

		Speakers
8:00am – 8:45am	Networking Breakfast	
8:45am – 9:15am	Day Two Opening Remarks	DR. K. C. CHAKRABARTY
9:15am – 10:15am	Plenary Session 4: Complex Multi-Stakeholder Management Ombudsman offices must balance the competing interests of a wide variety of stakeholders, including the public, industry, governments and regulators, and the media. This session will explore ways to effectively work with all these partners while not compromising our offices' mandates.	TONY BOORMAN DEBORAH BATTELL LARRY HATTIX COLIN NEAVE HOLLY NICHOLSON
10:15am – 10:30am	Refreshment Break	

10:30am – 12:00pm Breakout Sessions: Complex Multi-Stakeholder Management

1. Banking

Ballroom A

DOUGLAS MELVILLE
SUSANNE NIELSEN
SUZANNE ROACH
JOHN SIMPSON
RAJ VENGAR

2. Investments

Ballroom B

ALISON MAYNARD
DAVID HAUSMAN
ROBERT PADDICK
FRANCOISE SWEERTS

3. Insurance

Grouse Room

BRIAN MALTMAN
BRIAN GALGUT
KAREN STEVENS
VITALIY VERYOVKIN

12:00pm – 1:15pm Lunch

1:15pm – 3:00pm Plenary Session 5: Serving Vulnerable Populations

Every society has citizens who live with dementia, diminished capacity and mental health illnesses. Serving these individuals appropriately involves unique challenges for Ombudsmen around the world. While there is no single solution, identifying the key issues and sharing best practices for Ombudsman serving vulnerable populations will be a focus of this workshop.

FIONA CREAN
DOUGLAS MELVILLE
LAURA WATTS
ADV. CLIVE PILLAY

3:00pm – 3:15pm Refreshment Break

3:15pm – 5:00pm Plenary Session continues

5:00pm – 5:15pm **Day Two Wrap-Up**

5:45pm Please gather in the hotel lobby for transport to the Closing Reception and Dinner

6:00pm Double-Decker Buses Depart Hotel

- 6:30pm onwards** **Closing Reception and Dinner**
 Seasons in the Park, Queen Elizabeth Park
 Dress Code: Business casual (no ties required)
- Two drink tickets will be provided for local beer and wine, or soft drinks. A cash bar will be available for other or additional drinks. Wine will be provided with dinner.
- 9:15pm** Double-Decker Buses Depart Seasons in the Park
- Taxi cabs will be provided for groups who wish to remain at the event longer.

Thursday, September 22, 2011

Speakers

Please note that hotel checkout is 12:00pm. The hotel can store baggage for all guests while the conference continues.

- 8:00am – 9:00am** Networking Breakfast
- 9:00am – 9:15am** **Day Three Opening Remarks**
- 9:15am – 10:15am** **Plenary Session 6: Futurist Outlook – What's Coming Down the Pipe** MICHAEL TIPPETT
- How will technology and emerging social trends impact our future work as Ombudsmen? What changes will unfold as technology changes the face of business models and communications structures? Emmy nominee and successful entrepreneur Michael Tippett will explore the scenarios expected in the coming years in business, finance, government and media.
- 10:15am – 10:30am** Refreshment Break
- 10:30am – 12:00pm** Breakout Sessions
- 1. What's Next in the Regulatory Sphere Around The World?** *Ballroom A*
- Events of recent years like the global financial crisis and the responses by some governments and regulators have demonstrated how quickly the regulatory environment for financial institutions can shift. This has significant implications for financial sector Ombudsman schemes as it can affect the complaints they receive, the legal or regulatory foundations of the decisions they reach on complaints, and the service expectations of their services. In some cases it can lead to the initial establishment, or complete overhaul, of financial sector dispute resolution within a country. This session will explore the future regulatory trends that are visible that could affect financial Ombudsman schemes, as well as how Ombudsman schemes can anticipate, influence, and adapt to regulatory change.
- JACQUES SHORE
 FRANCIS FRIZON
 LARRY HATTIX
 DAVID THOMAS

2. What's Next For Technology As It Affects Our Work As Ombudsmen?

Technological development is one of the key drivers of change in the provision of financial services and, by extension in the work of financial sector Ombudsman schemes. In one generation, the delivery of financial services has changed dramatically. The transition from paper-based branch-located transactions to technology-enabled self-service for consumers has also led to new types of consumer complaints. This session will explore the future technological trends that are visible that could affect financial Ombudsman schemes, as well as how Ombudsman schemes can anticipate, influence, and adapt to technological change.

Grouse Room

WILLIAM PRASIFKA

TOM GOODBODY

JENNIFER PREISS

GABRIEL

MAOTWANYANE

12:00pm – 1:30pm **Lunch and Conference Wrap Up**

3:45pm "Sharpening Your Teeth" Training Day delegates: Please gather in the hotel lobby at 3:45pm for transport to Whistler.

4:00pm Shuttle to Whistler Departs

Special Training Day Itinerary

Friday, September 23, 2011

9:00am – 4:30pm **Training Day: Sharpening Your Teeth**
Westin Whistler

5:30pm Shuttle to Vancouver Departs

Speakers

Callaghan Room

ANDRÉ MARIN

GARETH JONES

Sharpening Your Teeth is an advanced course that has been offered around the world and is designed for leaders employed in investigative and administrative oversight capacities. This special one-day version of the course is being offered as an optional add-on to INFO2011 on a strict cost-recovery basis for \$195 plus tax, in Whistler, British Columbia (90 minute drive from Vancouver).

Since 2005, the Ontario Ombudsman's Office, under the leadership of Ombudsman André Marin, has pioneered an innovative methodology for conducting systemic investigations. The Special Ombudsman Response Team (SORT), which conducts the majority of these

investigations, has acquired a reputation for tackling issues efficiently and expeditiously. This course is designed to demonstrate the unique techniques used by SORT and how they can be easily adapted by other oversight agencies for their own use.

We will be providing shuttle transportation to Whistler and back for delegates at no additional cost.

For more information on the Sharpening Your Teeth programme, visit www.ombudsman.on.ca/About-Us/Training/SYT.aspx