



CANADA'S CHANGING FACE – IS YOUR ORGANIZATION READY?

**International Institute of Communications, Canadian Chapter
SEVENTH ANNUAL CONFERENCE
Ottawa Congress Centre
December 3 and 4, 2007**

Program

Monday, December 3

6:30 p.m. RECEPTION

7:00 p.m. DINNER

WELCOME REMARKS – Conference Chair:

Judith A. LaRocque

Deputy Minister, Canadian Heritage
and

President, International Institute of Communications, Canadian Chapter

KEYNOTE ADDRESS: CANADA'S CHANGING FACE – IS YOUR ORGANIZATION READY? CULTURE IN TRANSITION

Max Valiquette

President, Youthography Inc.

Join us for a discussion with one of Canada's leading research professionals to explore:

- What does Census 2006 and Youthography's research tell us about Canada today?
- What is the relationship between youth culture and telecommunications?
- What are the major demographic trends?
- What will Canada look like in 2020? and,
- How can broadcasters and telecommunication companies meet the needs of future generations?

Tuesday, December 4

7:45 a.m. BREAKFAST

8:30 a.m. KEYNOTE SPEAKER

The Honourable Josée Verner

Minister of Canadian Heritage, Status of Women and Official Languages

**9:00 a.m. PANEL DISCUSSION: COMMUNICATIONS ENVIRONMENT
THE CHANGING FACE OF CANADIAN CONSUMERS**

A look at the broad overall trends in terms of consumer preferences. What are Canadians doing with their leisure time? What are the current trends and tastes? How are advertisers and retail businesses reacting to these trends and what tools are they using to reach out to consumers? What does this mean for broadcasters and telecom suppliers? Are consumers in control? How are other countries coping?

Moderator: Peter Grant, Senior Counsel, McCarthy Tétrault LLP

Panelists:

- **Sunni Boot**, President, ZenithOptimedia Canada
- **Gary Belgrave**, President, Radio Marketing Bureau
- **Claude Galipeau**, Media Consultant

10:30 a.m. REFRESHMENT BREAK

**11:00 a.m. PANEL DISCUSSION: TELECOMMUNICATIONS
THE FUTURE OF TELECOMMUNICATIONS: GREAT EXPECTATIONS?**

Can regulation keep pace with technological change and diverse and expanding consumer expectations? Do we still need traditional telecommunications regulation to serve the public?

As a younger generation substitutes networks, gadgets and services at an ever-growing rate and the boomer generation becomes more tech savvy and focused on everything from leisure and well being, to entertainment and social networks, what do traditional definitions of basic service mean anymore? How do telcos deal with high-cost areas? With broadband networks from cable to telephone, and wireless to satellite available at very high speed and literally hundreds of thousands of applications available to consumers through IP connections, what facilities or services can be considered essential?

This Panel will address the emerging paradigm and challenge constructs like “basic service at affordable rates”, “unbundling” and access to essential facilities. In addition, the Panel will discuss whether an Industry Ombudsman is a sign of things to come and answer the million dollar question: is public utility/economic regulation (old regulation) being replaced by social engineering (new regulation)?

Moderator:

Michael Hennessy, Vice-President, Wireless, Broadband and Content Policy, TELUS

Panelists:

- **Dale Hatfield**, Independent Consultant and Adjunct Professor, Interdisciplinary Telecommunications Program, University of Colorado at Boulder
- **Michael Lee**, Chief Strategy Officer, Rogers Communications Inc.
- **Eli Noam**, Professor of Finance and Economics, Columbia School of Business and Director of the Columbia Institute for Tele-Information
- **Heather Tulk**, Senior Vice President Marketing, Bell Aliant

12:30 p.m. LUNCH

KEYNOTE SPEAKER

Konrad von Finckenstein, Chairman, CRTC

**2:00 p.m. PANEL DISCUSSION: BROADCASTING
THE NEW MULTICULTURAL AND ETHNIC REALITY**

Census 2006 tells us that Canada's multicultural and multi-ethnic population is growing. How can we address this diversity on conventional television? How can the broadcasting system address the growing ethnic population? What's the right model? Internet or specialty services? Canadian versions or news from home? Will a diversity of services and a range of communications vehicles better serve more specialized interests and needs?

Moderator:

Andrew Cardozo, Chair, New Canada Institute

Panelists:

- **Shan Chandrasekar**, President and CEO, Asian Television Network
- **Sarah Crawford**, Vice President Public Affairs, CTVglobemedia
- **G. Scott Paterson**, Chairman and CEO, JumpTV Inc.
- **David Purdy**, Vice President and General Manager Television Products, Rogers Cable Communications Inc.

3:30 p.m. CLOSING REMARKS – Conference Chair:

Judith A. LaRocque

Deputy Minister, Canadian Heritage
and

President, International Institute of Communications, Canadian Chapter