



**CONNECTIONS, CONTENT AND CONSUMERS:
TOWARDS A NATIONAL DIGITAL STRATEGY FOR CANADA**

**International Institute of Communications, Canadian Chapter
NINTH ANNUAL CONFERENCE
Crowne Plaza Ottawa
November 22 and 23, 2010**

Program

MONDAY, NOVEMBER 22

12:00 WELCOMING REMARKS

Bernard Lord

President and CEO, Canadian Wireless Telecommunications Association
and President, IIC Canada

KEYNOTE ADDRESS

The Honourable Tony Clement, Minister of Industry

LUNCH

13:30 Break

13:45 KEYNOTE SPEAKER

Richard Whitt, Washington Telecom and Media Counsel, Google

14:30 Break

14:45 TAKING STOCK OF NATIONAL DIGITAL STRATEGIES

What priorities and approaches did other countries take in setting their national digital strategies?
What policy decisions should Canada emulate or avoid?

Moderator: Sheridan Scott, Partner, Bennett Jones LLP

Speakers:

- **Philippe Coste**, Minister Counsellor for Economic Affairs, Embassy of France
- **Elaine Depow**, Founder, Jungle Research and Public Affairs
- **Melissa Fransen**, First Secretary, High Commission of Australia
- **Blair Levin**, Fellow, Communications and Society Program, Aspen Institute
- **Dr. Gerri Sinclair**, Strategic Technology Consultant and Corporate Director

16:00 Refreshment Break

16:15 INTERNATIONAL BENCHMARKING: PRACTICES AND PITFALLS

What role should international benchmarking play in national policy setting? How do we arrive at a more forward-looking methodology as marketplace characteristics diverge?

Moderator: Suzanne Blackwell, President, Giganomics Consulting

Speakers:

- **Gerry Wall**, President, Wall Communications
- **Scott Wallsten**, Vice President for Research and Senior Fellow, Technology Policy Institute
- **Leonard Waverman**, Dean of the Haskayne School of Business, University of Calgary
- **Dimitri Ypsilanti**, Head, Information, Communications and Consumer Policy Division, Organisation for Economic Co-operation and Development

17:30 Reception

18:30 DINNER AND KEYNOTE PRESENTATION

Dr. Wen Tong

Vice President of Wireless Research and Wireless CTO, Huawei Canada

TUESDAY, NOVEMBER 23

08:00 BUFFET BREAKFAST

08:30 KEYNOTE ADDRESS

The Honourable Diane Finley

Minister of Human Resources and Skills Development

08:45 Break

09:00 REGULATORS FORUM

Federal Canadian regulators compare notes on intellectual property, interconnection, and innovation challenges.

Moderator: Len St-Aubin, Consultant and former Director General, Telecommunications Policy, Industry Canada

Speakers:

- **Chantal Bernier**, Assistant Privacy Commissioner of Canada
- **Helen McDonald**, Assistant Deputy Minister, Industry Canada
- **Justice William Vancise**, Chairman, Copyright Board of Canada
- **Konrad von Finckenstein, Q.C.**, Chairman, Canadian Radio-television and Telecommunications Commission

10:15 Refreshment Break

10:30 THE FUTURE OF BROADBAND

How do we manage capacity constraints as more people use more devices that soak up more bandwidth? How do we tailor public policy to meet the challenges of tomorrow's broadband marketplace?

Moderator: Michèle Beck, Director NA Enterprise and Government Sales, Telesat

Speakers:

- **Pamela Dinsmore**, Vice President, Regulatory - Cable & Broadband, Rogers Communications
- **Marc Dupuis**, Director General, Industry Canada
- **Zouheir Mansourati**, Vice President, Technology Strategy, TELUS
- **Mark Pecen**, Vice President, Advanced Technology, Research In Motion (RIM)

12:00 LUNCH

13:30 THE ECONOMICS OF DIGITAL MEDIA CONTENT

How are content producers tackling digital financing and commercialization issues? What are the prospects for various business models?

Moderator: Elizabeth Roscoe, Senior Vice President and National Practice Leader, Hill & Knowlton Canada

Speakers:

- **Sasha Boersma**, Senior Business Manager, Interactive, marblemedia
- **Norm Bolen**, President and CEO, Canadian Media Production Association
- **Raja Khanna**, Co-CEO, GlassBOX Television
- **Danielle Parr**, Executive Director, Entertainment Software Association of Canada
- **Shubo Rakhit**, Partner, KPMG

14:45 Refreshment Break

15:00 THE EXECUTIVE SUITE

Chief executives from key communications companies look ahead at technology trends that will shape the digital marketplace.

Moderator: Deirdre McMurdy, Vice President, Public Policy Forum

Speakers:

- **Ken Campbell**, Chief Executive Officer, WIND Mobile
- **Kevin Crull**, Chief Operating Officer, CTVglobemedia
- **Gregory Dale**, Chief Operating Officer, comScore
- **Kirstine Stewart**, Interim Executive Vice-President, English Services, CBC/Radio-Canada

16:15 CLOSING REMARKS

Michèle Beck, Director NA Enterprise and Government Sales, Telesat
and
Vice President, IIC Canada