

### APRIL 13

- 8:30 – 10:00 **Opening Remarks and Plenary Session**
- **Robert Hornung, President, CanWEA**

10:00 – 10:30 **Refreshment Break (all 3 tracks)**

#### **Breakout Session 1. Fundamentals of Community Engagement**

*This opening session will explore the basic principles required for effective and responsible communication with stakeholders, from the pillars of creating a platform for open and ongoing dialogue, to the importance of gaining a clear understanding of the unique demographics of each community. Attendees will develop an understanding of the core building blocks that form the foundation for successful project development.*

- 10:30 – 12:00 **Session Moderator: Joyce McLean, Director Strategic Issues, Toronto Hydro Corporation**
- Foundations for Successful Community Engagement
  - Community Engagement Building Blocks

12:00 – 13:30 **Lunch Break (all 3 tracks)**

#### **Breakout Session 2. Media Relations 101**

*The media plays a central role in facilitating the dialogue on wind energy. This session will outline CanWEA's goals and responsibilities to members and the industry in terms of providing resources for messaging and issues management, media response, and interaction with the media on wind energy in Canada. Attendees will develop an understanding of the different expectations and responsibilities of journalists and project proponents, how the news media cycle works, and basic tools for conducting a successful media interview.*

- 13:30 – 15:00 **Session Moderator: Ulrike Kucera, Media Relations Officer, CanWEA**
- Working with the Media at CanWEA
  - Conducting a Successful Interview

15:00 – 15:30 **Refreshment Break (all 3 tracks)**

#### **Breakout Session 3. The Municipal Perspective**

*What is the difference between a successful and unsuccessful project? Local decision makers play an integral role in wind farm development from concept through to completion. Municipal leaders from across the country will share their broad-range of first-hand experience with the community engagement aspect of project development, the good, the bad, and the ugly.*

- 15:30 – 17:00 **Session Moderator: Marnie Dawson, Gilead Power Corporation**
- Thinking of Moving in? The Need to Earn Your Citizenship
  - Pincher Creek Perspectives
  - The Need to Manage Community Expectations

17:00 – 18:30 **Networking Reception (all 3 tracks)**



**APRIL 14**

**Breakout Session 4. Landowners: Communicating Opportunities**

*How does one approach landowners and effectively outline the benefits and details of a wind energy opportunity? How should developers communicate with both participating and non-participating landowners during all phases of development? Real landowners will share their first-hand experiences working with developers, from initial approach to how questions were handled, and what they see as optimal for a mutually productive partnership.*

8:30 – 10:00 **Session Moderator: David Timm, Vice President of Strategic Affairs, International Power**

- Before and After Project Development: A Landowner's Perspective
- A Landowner's Positive and Negative Experiences with Developers
- Identifying Landowners as Key Stakeholders

10:00–10:30 **Refreshment Break (all 3 tracks)**

**Breakout Session 5. Industry Response to Emerging Issues**

*How should a young and growing industry respond to issues and concerns? The wind energy industry is relatively new on the Canadian landscape. This growing form of energy production brings with it a responsibility to provide stakeholders and the public with timely response on a wide range of topics and issues. In this session, we will specifically explore public concerns around health effects from wind turbines, and the release of the joint AWEA/CanWEA international panel study 'Wind Turbine Sound and Health Effects'.*

10:30 – 12:00 **Session Moderator: Chris Forrest, Vice President of Communications, CanWEA**

- CanWEA's Role in Member Communications
- Case Study: Wind Turbine Sound and Health Effects

12:00 – 13:30 **Networking Lunch (all 3 tracks)**

**Breakout Session 6. Building Consensus Among Stakeholders**

*Bringing together highly diversified groups with varying interests around such large developments as wind farms requires much skill in building consensus and finding workable solutions. What are the facilitating processes and specific tools proven to maximize stakeholder satisfaction? How does one deal effectively and respectfully with organized opposition? How can confrontational situations be turned into an opportunity for strengthened partnership? How does one successfully run an open house? This session will provide attendees with actual tactics and strategies for dealing effectively and respectfully with stakeholders, including a question and answer period.*

13:30 – 15:00 **Session Moderator: Matt Holder, Manager, Project Planning & Permitting, TransAlta**

- Threats to Consensus and How to Manage Them
- Running a Successful Open House

15:00 – 15:30 **Refreshment Break (all 3 tracks)**

15:30 – 16:30 **Moving Forward with Community Engagement**

- **Chris Forrest, VP Communications & Marketing, CanWEA**

16:30 **End of Event**