



**Canadian Alliance
for Long Term Care**

Annual Meeting

Agenda

Whistler, BC – Fairmont Chateau Whistler (FCW)

August 24-26

Date	Time	Event	Speaker	Venue
Sun, Aug 24	6:00pm – 9 pm	Welcome reception/dinner	N/A	FCW
		+++++++		
Mon, Aug 25	8:00am-8:45 am	Breakfast	N/A	FCW
	8:45am-9:00 am	Opening Remarks	TBD	FCW
	9:00am-10:15 am	Developing a National Voice: <ul style="list-style-type: none"> • What should CALTC be speaking about? • How should we be saying it? • Who do we say it to? • How does it fit into a bigger strategic plan? • Why do we need to formalize our structure? • What are the challenges we face? 	TBD	
	10:15am-10:30 am	Break		
	10:30am-12:00 pm	<i>Setting Priorities – A pro-active approach to addressing key issues facing the sector: What should CALTC be focusing our limited resources on and how do we set priorities? This session will explore how taking a pro-active approach can help build trust and goodwill with our key stakeholders.</i>	Roundtable	FCW

12:00pm-1:00 pm	Lunch		
1:00-2:30 pm	<p><i>Managing the Brand, Protecting Your Reputation: Whether it is a headline story in your local newspaper or a breaking story on the 6 o'clock news, how you respond to media stories about the continuing care sector can have an impact on its reputation.</i></p> <p><i>Michael Davis, Reputation Group, will provide us with key information as to what we could be doing better and how once you lose your good reputation, it is hard to get it back.</i></p>	Michael Davis Reputations Corporation	FCW
2:30-2:45 pm	Break		
2:45-4:00 pm	<p><i>Crisis Communications Toolkit: OLTCA will share details regarding their new crisis communications toolkit. The toolkit was recently designed and is now in operation in Ontario.</i></p>	Candace Chartier	FCW
4:00-5:00 pm	<p><i>Best Practice and Innovations: CALTC members will be expected to share and discuss one innovation or best practice with their colleagues</i></p>	Roundtable	FCW
6:00-9:00 pm	<p><i>Foodie Tour - Whistler Village (optional)</i></p>	Daniel Fontaine/Cathy Szmaus	Village

+++++

Tue, Aug 26	8:00-8:45 am	Breakfast	All	FCW
	8:45-10:15 am	<i>Policy Snapshot : Key issues facing Canada's continuing care sector and opportunities for joint research project</i>	BCCPA Director of Policy/Other	FCW
	10:15-10:30 am	Break		
	10:30-11:30 am	Administrative/Advocacy <ul style="list-style-type: none"> • CALTC membership fees • Executive Committee 2014/2015 • Minister Wong Meeting/Grant application • Next conference date/location • Formal meeting convened – Federal registration 	Roundtable	FCW
	11:30 am	Adjourn		
	11:30 am	Lunch-To-Go (boxed lunch for the road trip back)		