

Lobbying, Government Relations & Ethics

The Latest Rules and Strategies for Compliance

Lawyers, government staff, in-house practitioners and public relations professionals will discuss:

- The legislative and regulatory framework and review of the latest case law
- Government relations: cooperation between internal and external lobbyists
- Risk management: how to ensure your organization stays within the rules
- Ethical considerations, codes of conduct and enforcement
- Government procurement: fundamentals of federal and Ontario law
- Politics and procurement: domestic preferences and other political drivers
- The role of Cabinet and the decision-making process
- How to frame your message and link it to government interests and priorities

Chair

Daniel Brock, Fasken Martineau DuMoulin LLP

Keynote Speaker

Guy Giorno, LL.B. - *"Themes and Trends in Lobbying Legislation: A Cross-Jurisdictional Analysis"*



DATE & TIME

Friday, October 15, 2010
9:00 a.m. - 5:00 p.m. EDT/EST

LOCATION

Osgoode Professional
Development Centre
1 Dundas St. W., 26th Floor
Toronto, ON

Webcast
available



Lobbying, Government Relations & Ethics

The Latest Rules and Strategies for Compliance

Get valuable advice on how to be effective – and stay inside...

In the wake of recent media coverage on questionable lobbying activities, individuals and organizations who deal with the government are facing increased scrutiny for their actions. The issues raised have enormous potential consequences, including possible risk to your organization or client's public reputation.

Featuring concise presentations and focused panel discussions, this *Osgoode Professional Development* program brings together an expert faculty who will ensure you'll walk away better informed and more confident in handling the issues you will face, including:

- The unique nature of dealing with political staffers
- The "ins" and "outs" of the legislation
- How to stay compliant when engaged in lobbying activities
- Specific concerns relating to government procurement
- When and how to seek out the assistance of a PR firm
- Ethical pitfalls
- How to ensure you're not the latest scandal in the headlines

Plus! Get valuable insight from **Guy Giorno** on: *"Themes and Trends in Lobbying Legislation: A Cross-Jurisdictional Analysis"*.

Register now by visiting www.osgoodepd.ca, calling 416.597.9724 or 1.888.923.3394, emailing opd-registration@osgoode.yorku.ca or faxing 416.597.9736.

Chair

Daniel Brock, Fasken Martineau DuMoulin LLP

Keynote Speaker

Guy Giorno, LL.B.

Faculty

**Hande Bilhan, Senior Vice President
Government and Regulatory Affairs
Primerica Financial Services Ltd.**

**Jill Fairbrother, Senior Vice President
Ketchum Public Relations Canada**

**Claudia Feldkamp, Fasken Martineau
DuMoulin LLP**

Christopher F. Holz, Campbell Strategies

C. Dawn Jetten, Blake, Cassels & Graydon LLP

J. Warren Kinsella, The Daisy Consulting Group

Paul M. Lalonde, Heenan Blaikie LLP

Michelle Laniel, Blake, Cassels & Graydon LLP

**Jim Maclean, President, Tactical Advice/Strategic
Communications Inc.**

**Sean L. Morley
Fasken Martineau DuMoulin LLP**

**Lynn Morrison, Integrity Commissioner
and Lobbyist Registrar of Ontario**

**Karen E. Shepherd, Commissioner
of Lobbying of Canada**

**Tom Sweeting, Senior Consultant
Earncliffe Strategy Group**

**Peter Wilkinson, Fellow in Residence
University of Toronto, School of Public
Policy and Governance (former Chief of Staff
to the Premier of Ontario)**

8:30 **Registration and Continental Breakfast**

9:00 **Welcome and Introduction from the Chair**

Daniel Brock, Fasken Martineau DuMoulin LLP

9:10 **Keynote Address: Guy Giorno, LL.B.**

*“Themes and Trends in Lobbying Legislation:
A Cross-Jurisdictional Analysis”*

10:10 **Understanding the Ontario and Federal
Legislative and Regulatory Framework**

Moderator

Daniel Brock, Fasken Martineau DuMoulin LLP

Panellists

Sean L. Morley, Fasken Martineau DuMoulin LLP

Lynn Morrison, Integrity Commissioner and Lobbyist
Registrar of Ontario

Karen E. Shepherd, Commissioner of Lobbying of Canada

- What is lobbying?
- *Federal Lobbying Act*, Regulations and Codes of Conduct
 - Office of the Commissioner of Lobbying of Canada – role and responsibilities
 - public office holders (and designated public office holders) - who are they?
 - Federal Registry of Lobbyists
 - provisions regarding breach and enforcement of the *Act*
- *Ontario Lobbyists Registration Act, 1998*
 - an overview of the *Act*
 - the role and responsibilities of the Lobbyist Registrar
 - the push for transparency
- Differences between the Federal and Provincial legislative frameworks
- Case law update

11:00 **Refreshment Break**

11:15 **Government Relations: The Similarities,
Differences and the Cooperation Between
In-house and External Lobbyists**

Hande Bilhan, Senior Vice President, Government and
Regulatory Affairs, Primerica Financial Services Ltd.

Tom Sweeting, Senior Consultant, Earncliffe Strategy Group

- The business of lobbying – why lobby?
- The art of the possible – a look at the stages
- Internal versus external government relations
 - single versus multiple clients
 - use of industry associations to build support
 - relationship building
 - similarities and differences
- Cooperation between internal and external lobbyists
 - when and why to seek out the assistance of an external government relations specialist

12:00 **Ensuring Your Organization Stays Compliant**

C. Dawn Jetten, Blake Cassels & Graydon LLP

Michelle Laniel, Blake Cassels & Graydon LLP

- In-house lobbyists - when to register; how you track time spent on lobbying activities; updating your registration
 - employee training and practical suggestions on how to ensure compliance
- Consultant lobbyists - when to register; updating your registration
 - keeping your client informed of your obligations and theirs
 - understanding compliance requirements when using consultant lobbyists
- In-house counsel participating in lobbying
- Procedures to deal with compliance investigations

12:45 **Networking Luncheon**

1:45 **Perspectives on Ethics**

Claudia Feldkamp, Fasken Martineau DuMoulin LLP

- Ethical considerations
- Enforcement – *Federal Accountability Act*
- Treatment in other jurisdictions – *Foreign Corrupt Practices Act*
- Conflict of interest issues; voluntary codes of conduct
- Past scandals here and in other jurisdictions

2:30 **The Law, the Politics and the Risky Business of
Government Procurement**

Paul M. Lalonde, Heenan Blaikie LLP

- Fundamentals of Federal and Ontario procurement law
- Trade agreements and procurement
- Politics and procurement: domestic preferences and other political drivers
- Making sense of tenders, RFPs and multi-stage processes
- Bid rigging and other offences
- Conflict of interest and undue influence
- Bid protest procedures
- Winning government contracts

3:15 **Refreshment Break**

3:30 **Cabinet, Ministers and their Staff: The Interplay
Between Lobbyists and Political Staffers**

Moderator

Daniel Brock, Fasken Martineau DuMoulin LLP

Panellists

Peter Wilkinson, Fellow in Residence, University of Toronto,
School of Public Policy and Governance (former Chief of
Staff to the Premier of Ontario)

Christopher F. Holz, Campbell Strategies

Agenda [Cont'd]

- The role of Cabinet and the decision-making process
- Satisfying the information needs of Ministers and bureaucrats
- Understanding power differentials
- The role of the political staffer

4:15 Working with a PR Firm: How to Develop and Implement an Effective Strategy to Get Your Message Heard

Moderator

Daniel Brock, Fasken Martineau DuMoulin LLP

Panellists

**Jill Fairbrother, Senior Vice President
Ketchum Public Relations Canada**

J. Warren Kinsella, The Daisy Consulting Group

Jim Maclean, President, Tactical Advice/Strategic Communications Inc.

- Assisting in government relations efforts
- Identifying and refining the argument
- Linking to government interests and priorities
- Building public support to sway government action
- Getting the word out (use of media contacts)
- Leveraging the media for a more effective campaign
- Be clear, be brief, be gone
- Responding to inquiries dealing with investigations

5:00 Program Concludes

Registration

Please complete all registrant information.

Register me for: **Lobbying, Government Relations & Ethics**

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\$795 plus 13% HST for a total of \$898.35. Fees include attendance, program materials, continental breakfast, lunch and break refreshments.

Group discounts are available for both on site and webcast participants.

Visit www.osgoodepd.ca for details. Please inquire about financial assistance and CLE credits.

CLE Credits

Approved in accordance with the requirements of the **Barreau du Québec, BC CPD** and **NY CLE Board** (for transitional and non-transitional lawyers). **Note:** NY CLE Credits are not available for webcast participants. BC CPD webcast participants must contact us for further information.

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Cancellations and Substitutions

Substitution of registrants is permitted at any time. If you are unable to find a substitute, a full refund (less \$50 administration fee) is available if a cancellation request is received in writing 14 days prior to the program date. No other refund is available.

Date & Time

Friday, October 15, 2010

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Please arrive a half hour early for sign-in and material pick-up.

Dress is business casual.

Location

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Downtown Toronto Conference Centre**

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