

LOBBYING AND GOVERNMENT RELATIONS:

The Latest Rules and Strategies for Compliance



Dealing with the government on behalf of clients?
Make sure you know the rules.

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

Featuring real-life case studies, lawyers, government staff, communications and public relations professionals will give you effective strategies for handling complex issues, including:

- The “ins” and “outs” of the legislation
- Risk management – how to stay within the rules when engaged in lobbying activities
- Tactics to ensure you’re not the latest scandal in the headlines
- Specific issues relating to government procurement and trade agreements
- Best practices for working with a PR Firm
- Implementing effective strategies to get your message heard
- “*Transparency and the Ethics of Lobbying*”: featuring **Cristina DeCaprio**, Lobbyist Registrar, City of Toronto

PLUS! You will receive complimentary access to two online primers featuring **Guy Giorno** – “*Lobbying and Government Relations: The Latest Rules and Strategies for Compliance*”; and “*Lobbying Compliance – Internal Strategies for Organizations*”

Program Chair

Guy Giorno
Partner, Fasken Martineau
DuMoulin LLP

Keynote Speakers

Cristina De Caprio
Lobbyist Registrar, City of Toronto

Date and Time

March 25, 2020
9:00 a.m. – 5:00 p.m. EDT
In Person or Webcast

Online Replay: May 6, 2020

Location

**Osgoode Professional
Development**
1 Dundas St. West, 26th Floor
Toronto, ON

Register today at:

[osgoodepd.ca/
lobbying](https://osgoodepd.ca/lobbying)

Lobbying and Government Relations: *The Latest Rules and Strategies for Compliance*

Concerns over lobbying practices and demands for transparency in public decision-making have led to increased discussion of lobbying in the political and policy arenas.

On top of this, recent media coverage has focused on concerns over lobbying practices putting individuals, organizations who are involved in these activities are under constant scrutiny, including greater demands for transparency in public decision-making, and higher ethical standards are being imposed. In order to **avoid costly** consequences, and to **protect your organization or client's public reputation**, you must keep on top of the latest developments, and compliance strategies.

This *OsgoodePD* program features **concise presentations** and **focused panel discussions**. It brings together an expert, multidisciplinary faculty who will give you a concrete overview of legislative, executive and regulatory procedures, as well as transparency, accountability and ethical standards in the public decision-making process. Engaging in **interactive case studies**, you will have the opportunity to apply what you have learned and discuss:

- Recent changes to the legislative and regulatory frameworks, including emerging trends and strategies for compliance
- Tactics for meeting the expectations of transparency and accountability in the public decision-making process
- Past and present scandals and how to avoid being in the headlines
- Implications of digital media and advocacy
- Organizational best practices and the interplay between lobbying and political activity, including:
 - Third party election and campaign funding laws
 - Gifts/hospitality to politicians
 - Political contributions

Space is limited; register now at osgoodepd.ca/lobbying

Who Should Attend

This comprehensive agenda will be useful to a wide variety of government relations professionals. It will help you understand what you need to comply with and get an overview of best practices for lobbying compliance when dealing with different groups within (or supporting) your organization.

- Government and public relations lawyers and affiliated professionals
- Professional lobbyists representing corporations, trade and professional associations, public interest and other citizen groups, and labor unions
- Strategic policy consultants, and similar policy advocates
- Compliance professionals
- Government Procurement Professionals
- Municipal councilors
- Public Officials
- Professionals working in campaign finance, philanthropy and grass roots mobilization
- Federal, Provincial and Municipal government employees planning a move to lobby after separation or retirement
- Association professionals seeking an edge as they plan for career advancement opportunities
- Recent graduates as they prepare for positions in lobbying or advocacy

Online Primers

(included with registration fee)

Lobbying and Government Relations: The Latest Rules and Strategies for Compliance

Module #1 – What is Lobbying? (45 min)

Segmented into three-mini modules, Guy Giorno will provide a comprehensive overview of the relevant legislation, including what lobbying is, who are the key players and what activities constitute lobbying.

Module #2 – Lobbying Compliance – Internal Strategies for Organizations (45 min)

Featuring Guy Giorno and Caroline Pinto, this module will provide a practical overview on how (and what) organizations need to comply with, along with an overview of best practices for lobbying compliance when dealing with different groups within (or supporting) your organization, such as employees, Boards, Not-for-Profit and Charitable Organizations.

Program Agenda

March 25th, 2020
9:00 a.m.

Welcome and Introduction from the Chair

Guy Giorno, Partner, Fasken Martineau DuMoulin LLP

9:10 a.m.

Keynote Address: “Transparency and Integrity in Lobbying”

Cristina De Caprio, Lobbyist Registrar, City of Toronto
10:00 a.m.

Trends and Changes in the Legislative and Regulatory Framework

Bruce Bergen, Senior Counsel, Office of the Commissioner of Lobbying

- Legislative changes across Canada
- Municipal lobbyist registration
- Enforcement: trends, developments, penalties
- Case law: (selection of leading decisions including federal judicial reviews, Carson (Ont. CA), Castiel (Quebec), Pantazopoulos (BC).

- Changes to Reporting Requirements – Federal/Provincial/Municipal

11:00 a.m.

Refreshment Break

11:15 a.m.

Staying Out of the Headlines: Ethical Conduct and Avoiding Conflicts of Interest

Supriya Dwivedi, former lobbyist and now radio host on 640 Toronto

Mike VanSoelen, Managing Principal, Navigator Ltd.

Paul Yeung, Vice President, Upstream Strategy Group, and Secretary-Treasurer, PAAC

- Ethical considerations for lobbyists
- Codes of Conduct you need to know
- Conflicts of interest issues:
 - Voluntary Codes of Conduct (eg. The Public Affairs Association of Canada)
 - In the news – a review of past & present scandals, including examples of situations where ethics are brought into question; not putting a politician in a position of conflict of interest
- Enforcement under the *Federal Accountability Act*

12:00 p.m.

Lunch

1:00 p.m.

Case Study #1 – Staying Within the Rules: Strategies to Ensure Compliance When Lobbying – Organizational Best Practices

Regan Watts, former Head, Innovation, Citizenship and Global Affairs, IBM

- When to register & how to track the amount of time spent on lobbying activities (cross-jurisdictional)
- Analysis of internal lobbying policies
- Best practices for timing of updates (cross-jurisdictional)
- Understanding the role of in-house counsel in lobbying compliance and lobbying strategy

1:30 p.m.

Case Study #2: Lobbyists, Businesses and Political Law

Guy Giorno, Partner, Fasken Martineau DuMoulin LLP

- Understanding the updates on lobbying and its intersection with political activity: conflict of interest rules: cross-jurisdictional issues
- Practical strategies for grappling with complex third-party election and campaign financing laws
 - when does your lobbying activity become regulated third-party activity?
- How to navigate – and stay on side – with rules related to gifts, benefits and hospitality
- Tactics for avoiding illegal political contributions
- Best practices for developing policies and processes that will reduce legal and reputational risk

2:00 p.m.

Case Study #3: Lobbying and Digital Advocacy

Kyle Morrow, Lawyer, Fasken Martineau DuMoulin LLP

- Comprehensive explanation of rules related to grassroots lobbying across jurisdiction, including rules related to the use of digital media to lobby
- Apply and analyze how political activity rules apply to social media activity
- Discuss implications of recent changes on registration thresholds, across jurisdictions

2:30 p.m.

Refreshment Break

2:45 p.m.

Lobbying and Government Procurement: Navigating the Law, Politics and Understanding Business Risks

Marcia Mills, former procurement lawyer, Government of Canada, now counsel, Fasken

Paul Lalonde, Partner, Dentons LLP

Heidi Francis, Associate Deputy Minister, Shared Services, Government of Ontario

- Fundamentals of Federal and Ontario procurement law and applicable legislation
- Deciphering trade agreements and procurement policies
- Politics and procurement: domestic preferences and other political drivers
- Making sense of tenders, RFP's and multi-stage processes
- Bid rigging, bribery, corruption, undue influence and other offences
- Bringing applications for government subsidies
- Understanding bid protest procedures
- Best practices and strategies for winning government contracts

3:45 p.m.

Working with a PR Firm: Developing and Implementing Effective Strategies to Get Your Message Heard

Moderator:

Jennifer Dent, Senior Manager, Communications at the Mastercard Foundation

Panellists:

John Matheson, Principal, StrategyCorp

Caroline Pinto, Managing Principal, Counsel Public Affairs

- Best practices when assisting in government relations efforts
- Strategies for identifying and refining the argument (framing the message)
- How to link to government interests and priorities
- Tactics for getting the word out (use of media contacts)
- Dealing with investigations and enquiries from the Regulator

5:00 p.m.

Program Concludes

Register today at:

osgoodepd.ca/lobbying

Chair

Guy Giorno
Partner,
Fasken Martineau DuMoulin LLP

Keynote Speaker

Cristina De Caprio
Lobbyist Registrar,
City of Toronto

Faculty Includes

Bruce Bergen
Senior Counsel, Office of the
Commissioner of Lobbying

Cristina De Caprio
Lobbyist Registrar,
City of Toronto

Jennifer Dent
Senior Manager,
Communications at
the Mastercard Foundation

Supriya Dwivedi
lawyer, former lobbyist and
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Marcia Mills
former procurement lawyer,
Government of Canada, now
counsel, Fasken

Kyle Morrow
Lawyer, Fasken Martineau
DuMoulin LLP

Caroline Pinto
Managing Principal,
Counsel Public Affairs

Oline Twiss
Deputy Commissioner - Office
of the Information and Privacy
Commissioner for BC

Mike Van Soelen
Managing Principal,
Navigator Ltd.

Regan Watts
former Head, Innovation,
Citizenship and Global Affairs,
IBM

Paul Yeung
Vice President, Upstream

Registration Details

Fee per Delegate

\$795 plus HST

Newly Licensed (2017-2020): 50% of regular rate

Fees include attendance, program materials, lunch and break refreshments. Group discounts are available. Visit www.osgoodepd.ca/group-discounts for details. Please inquire about financial assistance.

Program Changes

We will make every effort to present the program as advertised, but it may be necessary to change the date, location, speakers or content with little or no notice. In the event of program cancellation, York University's and Osgoode Hall Law School's liability is limited to reimbursement of paid fees.

Cancellations and Substitutions

Substitution of registrants is permitted at any time. If you are unable to find a substitute, a full refund is available if a cancellation request is received in writing 14 days prior to the program date. If a cancellation request is made with less than 14 days notice, a \$75 administration fee will apply. No other



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