

Knowledge Forum on Engaging Stakeholders February 29, 2008

- 8 – 8:30AM **Registration, breakfast, and networking**
- 8:30 – 9AM **Welcome and Introduction**
Tima Bansal, Associate Professor and Director of Ivey's Centre for Building Sustainable Value, and Executive Director of the Research Network for Business Sustainability
- 9 – 9:40AM **The Stakeholder Landscape: Context, Trends, and Pressure Points**
Sandra Waddock, Professor, Boston College
- Dr. Waddock will present her research on emerging trends in the stakeholder context that could affect corporate and government policy. She will also discuss the different pressure points applied on corporations by various stakeholders.
- 9:40 – 10AM **Networking and coffee break**
- 10 – 11AM **Conflicts and Crises: Presentations**
Charlene Zietsma, Assistant Professor, Ivey Business School
Denise Carpenter, Senior Vice President, Public and Government Affairs, EPCOR Utilities Inc.
- Poor stakeholder engagement practices can result in stakeholder conflicts and crises. This session will offer participants a chance to examine the causes of conflict, as well as panellists' experiences in resolving those crises.
- 11 – 11:30AM **Conflicts and Crises: Q&A and Dialogue**
- In all dialogue sessions, participants will have the opportunity to ask the panellists questions, and share with them their own experiences.
- 11:30 – 12:15PM **Lunch and networking break**
- 12:15 – 1:15PM **Consultation and Communication: Presentations**
Grace Blake, Regional Liaison, David Meads, Consultation and Community Affairs Manager, and Randy Ottenbreit, Development Executive, Mackenzie Gas Project
Pierre Gratton, Vice President, Sustainable Development, Mining Association of Canada
- Creating strong channels for two-way communication and dialogue are important elements of stakeholder engagement and help avert stakeholder conflict. This session will examine several frameworks for consultation and communication, as well as describe case studies of effective implementation.

1:15 – 1:45PM

Consultation and Communication: Q&A and Dialogue

In all dialogue sessions, participants will have the opportunity to ask the panellists questions, and share with them their own experiences.

1:45 – 2:30PM

Coffee Break and Break-Out Session: Sharing Best Practices

In this break-out session, participants and speakers will form groups and share best practices in stakeholder engagement. These best practices will be shared with all participants at the end of the day.

2:30 – 3:30PM

Collaboration: Presentations

Jocelyne Daw, Vice-President, Marketing & Social Engagement, Imagine Canada
Oana Branzei, Assistant Professor, Ivey Business School

Developing meaningful collaborations and partnerships with stakeholders often unlocks opportunities for innovation and competitive advantage. Panellists will speak about their experiences in stakeholder partnerships, and some of the reasons why they worked and why they did not.

3:30 – 4PM

Collaboration: Q&A and Dialogue

In all dialogue sessions, participants will have the opportunity to ask the panellists questions, and share with them their own experiences.

4 – 5PM

Dialogue Session and Wrap-up: The Future of Community Engagement

Facilitated by Tima Bansal, Ivey Business School

This session will engage all speakers and forum participants in dialogue on many of the issues raised in the previous presentations and Q&As. The dialogue will focus on identifying the challenges in stakeholder engagement today and tomorrow. The best practices from the group break-out session will also be shared.

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