



**More information
including a
preliminary schedule
will be posted soon!**



C.A.F.E. Learning Forums

Fair and exhibition industry members will not want to miss the new learning and networking opportunities that C.A.F.E. is developing. The C.A.F.E. Learning Forums are in addition to the annual convention and will provide participants with an in-depth look at various topics and issues that affect the fair and exhibition industry.

First Annual C.A.F.E. Learning Forum – Ottawa - January 22 & 23, 2007

To be held in January 22 & 23 2007, this first annual learning forum will focus on assisting organizations within the fair and exhibition industry to develop advocacy skills to help achieve their goals. A key objective of the event is that participants will leave with key community capacity building and development skills.

The Forum is designed in such a way as to not only teach participants practical advocacy skills (i.e., how and when to engage politicians; how to communicate a message effectively within their communities), but to also help them overcome any anxieties about how to actually implement these skills by placing them in 'real life' scenarios (i.e., mock lobbying).

Participating in this Forum will Help Organizations:

- Identify their advocacy role with their communities and identify key advocacy issues;
- Create advocacy strategies and plans around identified issues;
- Learn skills necessary to implement advocacy plans and communicate effectively with various audiences; and
- Build networks and partnerships so that experiences and resources can be shared among participants.

Who Should Attend?

- Representatives from provincial associations of agriculture,
- Boards of Directors within the fair and exhibition industry
- Relevant managers, active community volunteers and marketing representatives.

Register for the First Annual C.A.F.E. Learning Forum

If you have any questions, please contact Hannah Service at 613-233-0012x224 or 800-663-1714
If you would like to register, please fill out this form and fax to C.A.F.E. at (613) 233-1154; or mail to:
C.A.F.E. Learning Forum (attn: Hannah Service)
43 Eccles Street, Ottawa, ON K1R 6S3

First Name: _____ Last Name: _____

Mailing Address: _____

City: _____ Province: _____ Postal Code: _____

Phone (work): _____ Phone (home): _____ Email: _____

Total number participants: _____ Cost Per Ticket: **\$250** Total Cost: \$ _____

Payment Method: VISA _____ MasterCard _____ Cheque _____

Card # _____ Expiry Date: _____

Signature (required for credit card payment): _____