



2024  
**GOVERNMENT LIAISON DAYS**  
AGENDA

**NOVEMBER 21<sup>ST</sup> - 22<sup>ND</sup>**



# WEDNESDAY, NOVEMBER 20<sup>TH</sup>

|                           |  |
|---------------------------|--|
| <b>8:30am - 9:00am</b>    | <b>BREAKFAST</b>   |
| <b>9:00am - 9:15am</b>    | <b>AREA Welcome/Opening Remarks</b>  |
| <b>9:15am - 10:15am</b>   | <b>Opening Keynote - Kelly Cryderman</b>   |
| <b>10:15am - 11:15am</b>  | <b>Economic Forecast - Shaun Cathcart (CREA's Economist)</b>   |
| <b>11:15am - 11:30 am</b> | <b>COFFEE BREAK</b>  |
| <b>11:30am - 12:30pm</b>  | <b>Effective Government Advocacy Strategies Panel</b> <ul style="list-style-type: none"><li>• Understanding the legislative process</li><li>• Building relationships with policymakers</li><li>• Crafting persuasive messages for policymakers</li></ul> |
| <b>12:30pm - 1:45pm</b>   | <b>LUNCH</b>   |
| <b>1:45pm - 2:45pm</b>    | <b>Polling Trends - Janet Brown</b>  |
| <b>2:45pm - 3:00pm</b>    | <b>COFFEE BREAK</b>  |
| <b>3:00pm - 4:00pm</b>    | <b>Reception Preparation - Fireside chat with Hal Danchilla</b>  |
| <b>5:00pm - 7:00pm</b>    | <b>Reception with Premier Danielle Smith &amp; Alberta's MLAs (Matrix Hotel)</b>   |

# THURSDAY, NOVEMBER 21<sup>ST</sup>

|                    |  |  |
|--------------------|--|--|
| 9:00am - 9:15am    | Opening Remarks  |  |
| 9:15am - 9:45am    | Opposition Breakfast - Naheed Nenshi   |  |
| 9:45am - 10:45am   | UCP and NDP: Path to Success in the Next Election Panel  |  |
| 10:45am - 11:00 am | COFFEE BREAK   |  |
| 11:00am - 12:30pm  | The Strategists: On Stage Podcast Recording<br>with Stephen Carter, Corey Hogan and Zain Velji |  |
| 12:30pm - 1:45pm   | LUNCH<br>Fireside chat with Brad Wall  |  |
| 1:45pm - 2:45pm    | Legislature Tour & Question Period   | <b>Crisis Management and Public Affairs - Cathy Downey</b> <ul style="list-style-type: none"> <li>Developing a crisis communication plan</li> <li>Managing public perception during crises</li> <li>Case studies of successful crisis communication in government affairs</li> </ul> |
| 2:45pm - 3:40pm    | COFFEE BREAK   |  |
| 3:40pm - 4:40pm    | Roundtable Discussion with Hon. Dale Nally, Service Alberta                                    |  |
| 4:40pm - 4:50pm    | Closing Remarks  |  |