



2024  
**GOVERNMENT LIAISON DAYS**  
AGENDA

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



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

<b>8:30am - 8:45am</b>	<b>AREA Welcome/Opening Remarks</b>
<b>9:15am - 10:15am</b>	<b>Government Breakfast - Premier Danielle Smith</b>
<b>10:15am - 11:00am</b>	<b>Opening Keynote - Kelly Cryderman</b>
<b>11:00am - 11:15 am</b>	<b>COFFEE BREAK</b>
<b>11:30am - 12:30pm</b>	<b>Economic Forecast - Shaun Cathcart (CREA's Economist)</b>
<b>12:30pm - 1:45pm</b>	<b>LUNCH</b> <b>Polling Trends - Janet Brown</b>
<b>1:45pm - 2:45pm</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>2:45pm - 3:00pm</b>	<b>COFFEE BREAK</b>
<b>3:00pm - 4:00pm</b>	<b>Reception Preparation Panel - Talking to Politicians</b>
<b>5:00pm - 7:00pm</b>	<b>Reception with 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 with Stephen Carter, Corey Hogan and Zain Velji	
12:30pm - 1:45pm	LUNCH Fireside chat with Brad Wall	
1:55pm - 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	