



Leadership Conference

Hosted by the Practice Directorate of the Canadian Psychological Association
January 15 (8:00-4:30) and January 16 (8:00-12:00), 2016
The Westin Hotel Ottawa, ON

The Practice Directorate of the Canadian Psychological Association is hosting a 1½ day Leadership Conference. This conference will be relevant not only to advocacy groups, but to psychologists (e.g., Heads of Departments, Training Directors, Chairs of Committees) and students who are interested in learning skills to communicate more effectively and who are interested in becoming leaders in psychology. The registration fee is being waived for this conference.

Space is limited to 75 participants so be sure to submit your registration (attached) to practicedirectorate@cpa.ca as soon as possible. A block of rooms at The Westin is being held until December 16, 2015 at the rate of \$169/night. Please contact The Westin to book your room.

Overview: This conference is directed at psychologists and students working or studying in associations, universities or hospitals who are interested in leadership and advocacy training. This interactive workshop is aimed at teaching key principles, strategies and practical tips for influencing decision-making bodies such as governments, regional health authorities, or universities.

Learning Objectives:

- 1) Develop an understanding of the nature, scope and essential features of modern public-policy advocacy and policy engagement in Canada
- 2) Engage in an action-oriented working forum to explore how to do advocacy and engagement differently –and more successfully
- 3) Build the basis for developing relationships/partnerships, champions, sponsors, coalitions, and collaborations
- 4) Learn about the critical dimensions of effective advocacy in any organization (government, university, hospital)
- 5) Learn about the reasons why organizations or department fail to influence decision makes and ways to improve advocacy and engagement through the principles of persuasion and compelling narratives
- 6) Discover the benefits of strategic inquiry

Facilitator: Sean Moore is the Founder and Principal of Advocacy School and one of Canada's most experienced practitioners, writers and teachers on public-policy advocacy. He has more than 35 years of experience in advocacy related to local, provincial/state and federal government affairs in Canada, the United States and in other countries on behalf of corporations, governments, NGOs and associations. More detailed information can be found at <http://www.seanmoore.ca/biography/>.

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