



**Certified
Management
Accountants**

Register Today!

Partnering & Stakeholder Engagement Strategies (Nov 5) & Leading in a Hyper Connected Marketplace (Dec 3)



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President of Knowledge Brokers International (<http://www.closingbigger.net>).

***Hilton Vancouver Metrotown, Burnaby
November 5th & December 3rd, 2009***

Partnering & Stakeholder Engagement Strategies: November 5th, 2009

In order to survive and prosper most major business, government or not-for-profit initiatives necessitate the support of multiple stakeholders and stakeholder groups. It is about identifying the core needs, goals, fears, and motivations of every key party and managing that information for strategic and tactical success.

You will learn the key strategies on partnering and stakeholder engagement including:

- The stages of relationship and partnership development
- Key steps in systemizing your relationship and stakeholder development planning (includes sample planning charts and templates)
- Tips on handling and avoiding roadblocks
- How to map the Power Players in any business or organization
- How to persuade each Power Player

Leadership 2.0 – Leading in a Hyper Connected Marketplace: December 3rd, 2009

With employees, customers and stakeholders equipped with technology that allows for mass collaboration and rapid communication we as leaders need to understand how to harness this technology and the crowds we are connected to.

Today's workplace is not a homogeneous one. As leaders we have to lead teams that are made up of Baby Boomers, Generation X and Generation Y. This coupled with diverse cultures and values in the workplace make leading both exciting and challenging.

Key topics include:

- New rules for engagement in a digitally transparent era.
- Web 2.0 collaboration and learning tools.
- Creating an environment that is productive and engaging for the millennial / Gen Y.
- Tips and approaches for recruiting staff using tools like Facebook, LinkedIn and Twitter.
- Using technology to break down silos and create collaboration within your organization.
- How to apply timeless leadership principles to this new work and business climate

CMA British Columbia

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To register: please fill out and fax to (604) 687-6688 or scan to debbie@cmabc.com

Name: _____ Title: _____

Company Name: _____

Address: _____

City: _____ Province: _____ Postal Code: _____

Telephone: _____ Email: _____

Are you a CMA Member? Yes No Member Number: _____
Other Designation (if applicable): _____

REGISTRATION FEE

| | Member | Non-Member |
|--|---------------------------|-------------|
| Partnering & Stakeholder Engagement Strategies | \$125 _____ | \$140 _____ |
| Leading in a Hyper Connected Marketplace | \$125 _____ | \$140 _____ |
| November & December Seminars | \$250 _____ | \$280 _____ |
| | Sub-Total _____ | _____ |
| | GST 5% (#119254662) _____ | _____ |
| | Total _____ | _____ |

**Note: member pricing is applicable to Professional Associates (CA, CGA, CMC, FEI)*

METHOD OF PAYMENT

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