

ANDREA ROSEN AND ASSOCIATES

WORKSHOP



SPECIAL
INTEREST



PROGRAM 1: COMMUNICATING WITH VOTERS

PROGRAM 2: DESIGNING A COMPLIANT SOCIAL MEDIA BUSINESS (INFORMATION TO COME)

Andrea Rosen and Associates Inc. (ARA) offers cutting-edge regulatory training programs and enforcement development techniques sourced from regulatory leadership theory and practice around the world. We assist you with tools and exercises to build skills, as well as develop a style of influence that gets results. With follow-up coaching, ARA offers access to the most effective regulatory leadership programs available. Complementary organizational review and redesign services are available to optimize current and prospective results.

OUR APPROACH IS PERSONAL

Our approach is highly personal and is focused on the unique needs of the individual, providing both a group experience and a personalized and customized learning environment.

OUR FACILITATORS AND COACHES ARE EXCEPTIONAL

ARA's team offers extensive regulatory and enforcement experience and superb interpersonal skills. They are accomplished professionals with the savvy and know-how to offer feedback in a positive and constructive way.

OUR PROGRAMS ARE PRAGMATIC

Our training and coaching programs are designed to be practical and relevant. Development of leadership skills in a regulatory or enforcement environment is a process of continuous learning, often based on analysis of performance in specific cases, and iterative improvement. ARA delivers a long-lasting learning experience that delivers results that are sustainable over time.



1 COMMUNICATING WITH ELECTORS

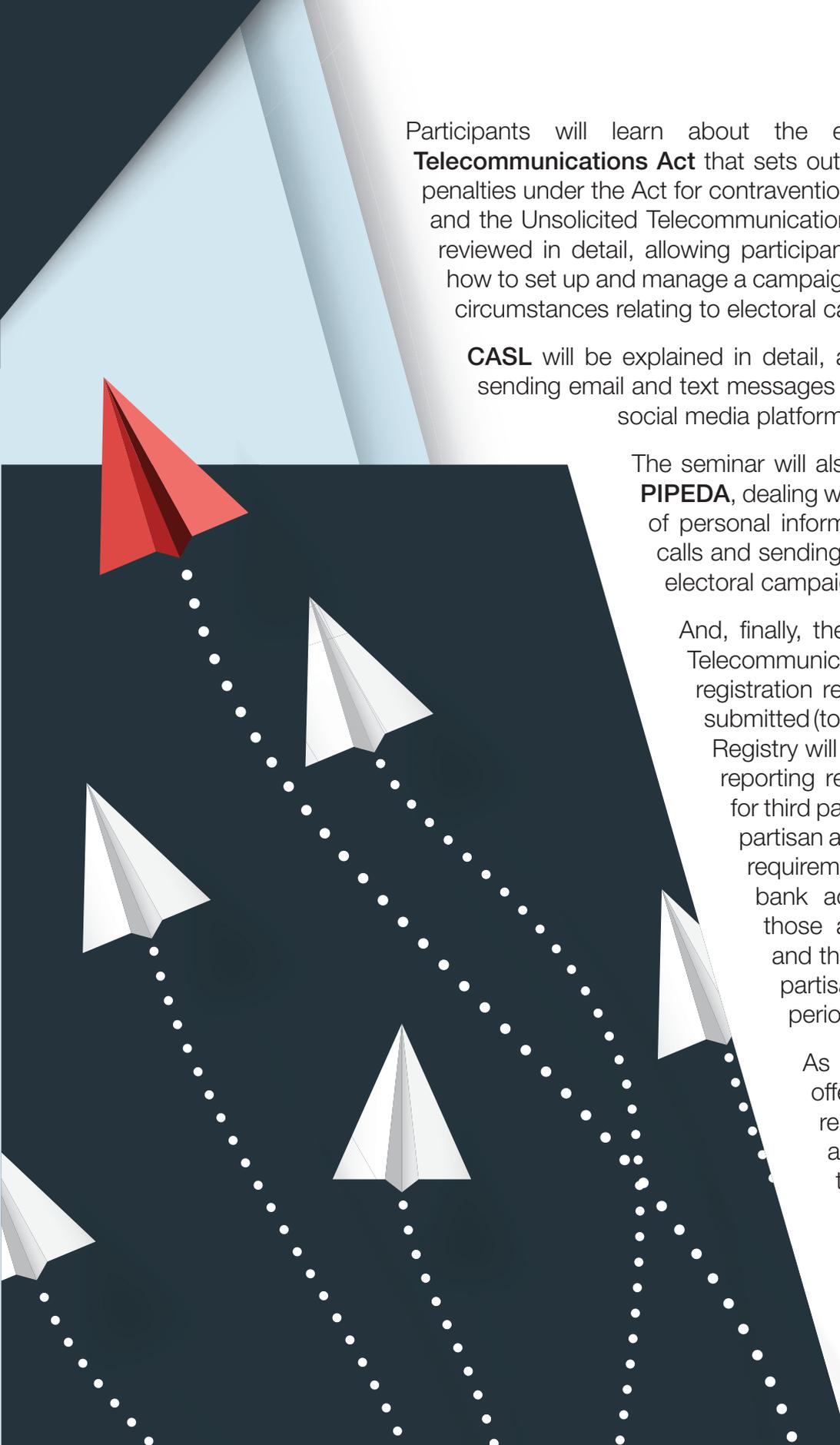
ARA has built this seminar to cover all areas of laws and regulations which must be understood and complied with when communicating with electors in Canada during a federal electoral campaign. It will assist firms, employees, volunteers, agents and candidates in becoming fully versed in their respective roles and responsibilities during a campaign.

This seminar will allow participants to properly exercise their responsibilities equipped with the information and tools to set up a proper compliance framework and series of understandable processes for all those concerned with (1) communications with electors, and (2) filing the appropriate data and registration pursuant to the laws, and (3) monitoring internal processes and those with third parties to assure continued compliance.

PARTICIPANTS WILL LEARN ABOUT:

- The Telecommunications Act
- The Do Not Call regime and Unsolicited Telecommunications Rules
- The Voter Contact Registry requirements
- Canada's Anti-Spam Law (CASL)
- The Personal Information Protection and Electronic Documents Act (PIPEDA), and
- The Canada Election Act new advertising provisions





Participants will learn about the enforcement regime under the **Telecommunications Act** that sets out the powers of the CRTC and the penalties under the Act for contraventions of the Do Not Call requirements and the Unsolicited Telecommunications rules. The expectations will be reviewed in detail, allowing participants to gain a full understanding of how to set up and manage a campaign, while complying with the special circumstances relating to electoral candidates and politicians.

CASL will be explained in detail, as to how and when it applies to sending email and text messages to voters and covering the various social media platforms.

The seminar will also cover the relevant provisions of **PIPEDA**, dealing with the collection, use and retention of personal information gathered for the making of calls and sending of messages during and between electoral campaigns.

And, finally, the **Canada Elections Act** and the Telecommunications Act provisions relating to the registration requirements and information to be submitted (to the CRTC), under the Voter Contact Registry will be explained, as will the additional reporting requirements (to Elections Canada) for third parties engaging in partisan activities, partisan advertising and election surveys and requirements related to opening separate bank accounts for expenses related to those activities, and for political parties and third parties to identify themselves in partisan advertising during the defined period before the election period.

As a follow-up to the seminar, ARA offers optional coaching while readying for the electoral period and can be available 24/7 during the campaign to provide advice and guidance, including review of filings, scripts and sign-offs.

And ARA is available to create a customized compliance program for firms involved in surveys; telephone, email and social media campaigns; and advertising.

2 DESIGNING A COMPLIANT SOCIAL MEDIA BUSINESS

**MORE
INFORMATION
TO COME.**

