

Editorial

by Lise St-Arnaud

Listening to members of the Montreal IABC

If there is one basic principle in communication, you'll agree, it is to know your audience, including its expectations, needs, and perceptions. Last summer the Montreal IABC board of directors surveyed members to better understand your expectations of the association. I'd like to thank all those who took the time to complete the questionnaire and to share their expectations and opinions.

What are the expectations? Well that is an existential question that has preoccupied the board of directors over the last few years. For the answer to this and other questions, I invite you to read the survey results on page 2. The results of the survey have provided fodder for planning activities for the 2004-2005 season.

First, you have confirmed that your membership depends on two important opportunities – networking and professional development activities. We've heard you loud and clear!

On October 27 we launched *Informal Wednesdays* at Hotel Europa on Drummond Street. This is an exceptional-monthly-networking opportunity. Each last Wednesday of the month (except in December), members and friends of the IABC are invited to meet informally to discuss subjects that preoccupy them.

When it comes to training, we've implemented a program that takes into considerations your need to stay informed about trends and to have examples of best practices. Three workshops are scheduled for December, February, and May. Each have two components – theory including a view of current trends as well as the practical with examples and case studies. Invited presenters are communication professionals with well-known credentials.

Over the last few weeks, we have also launched the **Ovation contest and gala** committee, led by Lisa Neufeld (Coefficiency). The improved process will allow, among other things, more time to prepare entries and to receive constructive comments from the jury that may be used when entering the Canadian Silver Leaf contest. Class, rigor, and excellence will describe the **Ovation Gala which will be held April 14, 2005**. Mark the date on your calendar!

I look forward to meeting you soon at one of the upcoming events and enjoy this month's newsletter!

L.S.A.



Our first Informal Wednesday Handshakes, hugs, smiles, and belly laughs

In a warm relaxing atmosphere, Lise St-Arnaud officially announced this year's professional development activities – both formal and informal. Attendees, who enjoyed a drink, met fellow members, and exchanged thoughts at the Hotel Europa in downtown Montréal, were pleased with the schedule for the season.

Because the venue was unanimously approved for its discreet atmosphere, it will remain the location for our monthly meetings. December will be





the exception to allow everyone to fulfil seasonal

obligations, such as gift buying and menu planning, and enjoy the holidays.

Because a picture is worth a thousand words, we've chosen a few photographs of attendees.

The photos show the advantages of casually networking with colleagues, and meeting newcomers eager to learn more about our association.

Don't miss the next meetings between 6 and 7:30 p.m. where you can attend solo or with loved ones, colleagues, or friends. We look forward to seeing you in great numbers on November 24! To help us plan for the event, we would appreciate an RSVP for the evening by email at info@aipc-mtl-iabc.com or by phone at 354-6170.

Lise St. Arnaud provides the calendar of other casual evenings, professional development activities in the "Not to Miss" section. Y.E.J.



Revelations from the Summer 2004 survey WHAT DO OUR MEMBERS WANT?

At the end of our 2003-2004 administrative year, a year that was at moments quite dry, the board was anxious to hear the opinion of our members on the direction of the Montreal IABC.

We launched a survey during the summer – email or telephone interviews – 45 questionnaires were returned, three of which were blank. To limit costs, we decided to manage the survey internally.

Results

Some participants refused to respond to all questions, and sometimes provided more than one answer, which explains any discrepancies in calculations and totals.

A Question Why are you a member of IABC Montreal?

Reply (R) Networking: 22
Information and training: 38
Other: 4

- Communication World magazine
- For the international character of the Montreal IABC
- Support for my career
- To add to my resume

B Would you like the Montreal chapter of the IABC to continue or not?

R - Yes: 20 No: 17
If no, what would you like to see happen to the association?

- Dissolution: 01
- Merger with a similar organization: 02
- Other: 14
 - Modernize the website
 - More concrete content
 - More local information
 - More local professional development and in French.
 - Partial merger (services)
 - Reexamine direction and purposes

C Member participation is critical to maintain the vitality of the IABC Montreal chapter. What commitment are you willing to make, starting now, to create a more enriching culture within our association?

R - Become a member of the board: 04
-Help organize the Ovation Gala: 08
-Sponsor a conference or deliver a workshop: 04
-Attend at least one professional development event yearly: 26
-Mentor a junior communicator: 12
-Participate in finding or generating additional financing: 01
-Other: 1
Guerilla volunteering

D Who pays for your IABC membership?

R - You: 09
Your employer: 29
Other: 01

E Do you have other comments or suggestions?

R - 1 In 14 years, I've spent 4000\$ on IABC Montreal and I certainly got more than 4000\$ back .

2 I have been a member for one year and I have received valuable information through my association with IABC-Montreal.

3 There should be a job board that is especially for members in the Quebec Region.



4 I am new with IABC-Montreal. So far, I have attended the annual conference and some web sessions. I would like to be involved more, schedule permitting.

5 As long as there is added value, the chapter remains important. SRQ: handshake. The Ovation Gala is more work that it's worth. Informal discussions would be useful to share with other professionals.

6 It would be good to have activities at different hours. Look at other conferences and bring in presenters who are better known. Dinner meetings to discuss day-to-day challenges held periodically.

7 Not enough in French. Not enough differentiation from English. More day than evening. Not enough activity, more activity in the past.

8 IABC is the only one recruiting English members

9 I really appreciate your efforts to sustain the chapter in Montreal, I believe it's really important, even if a merger becomes a possibility. I am ready to participate in a meeting on the subject

10 *Pas beaucoup de cote* (sic) and not enough French, too much English. English strategy tools and more on the internet.

11 Not much time to contribute due to family obligations

12 Improve the PDF files you send by email. I find them hard to read & they lack punch. It's gotten to the point where I do not always open them.

13 Extremely busy.

14 Interesting training sessions

15 The IABC Montreal site has a very basic look.

16 Increased presence in Canada. Concrete exchanges.

17 I understand the volunteer problems

Highlights

The first issue is the small number of responses – 25 per cent of our current membership. For more representative results, a response rate of 50 per cent would be needed.

Responses to Question **A** indicate an interest in networking, training, and information. In other words, respondents are looking for opportunities and tools that increase their knowledge, hone their skills, and advance their careers. Only one member discussed the international nature of the IABC Montreal.

Only 20 of the 45 respondents desire the status quo. Few, however, wish for an end to the chapter or a merger, even though a reorganization seems desirable.

Twenty-six members prefer professional development activities and 12 expressed an interest in becoming a mentor to a junior communicator. There is also a good interest in helping to organize the Ovation Gala.

For the large majority of respondents, their employer pays for their IABC membership as demonstrated by responses to question **D**.

When you look at responses to question **B**, rather than dissatisfaction with the association, there is a certain satisfaction from members.

The comments received in question **E** represent affirmations or testimonials rather than comments or suggestions. In general, members would like increased quality and quantity of professional development that suits the schedules of members; more networking sessions; to continue to serve English members, while increasing the offerings in French and improving communication by email and on the website.

P.O.

Thank you to everyone who responded to the questionnaire.

Some respondents said they were interested in volunteering (Ovation, Board of Directors, etc), but omitted their names or contact information.

We'd appreciate it if those people contacted us at info@aipc-mtl-iabc.com.

Voice your thoughts at the Board of Directors monthly meetings.

The board meetings give you an excellent opportunity to meet your representatives and see them in action as they manage chapter business.

Meetings are open to members and friends of the association.

Use the opportunity to meet interesting people, to float some interesting ideas, and see them come to fruition.

Come join the board at one of the upcoming meetings:

December 9, 2004

January 13, 2005

February 10, 2005

March 10, 2005

April 7, 2005

May 12, 2005

June 9, 2005 (*to be confirmed*)

Y.E.J. + G.G.

How do you make corporate communication thrive in Quebec?

Nicolas Poitras, Bell Canada's Director of corporate communication ponders the question



Nicolas Poitras

The professional life of Nicolas Poitras:

Nicolas Poitras has 12 years of communication experience and holds a bachelor's degree in Political Science with a minor in journalism from the University of Laval. After graduating, he worked for a radio station for two years as a generalist employee. For the last 10 years, he has worked for Bell Canada. Until 1998, he worked in the internal communication department. He then became involved in supporting the internal communication activities of Bell's senior management. Since the spring of 2003, he has led Bell Canada's enterprise communication for the consumer market. All consumer products – digital television, telephone service, and the corporate website – fall under his team's responsibility. He also manages communications with employee communication, media relations, and other stakeholders including telecommunication analysts.

Nicolas Poitras, 33, has been navigating the waters of communication for more than 10 years. For the director of corporate communication, the profession has become second nature!

Poitras took on corporate communication after proving himself in internal and external communication. He has also developed a flair for corporate communication in a company that has more than 45,000 employees throughout the world. Here is what he had to say about the favorable conditions Quebec communicators enjoy when communicating with internal and external audiences.

According to Poitras, "globalization of a communicator's firm puts them in situations in which they are required to manage communication activities that target audiences outside the market in which they reside all the while requiring them to maintain their presence within their local market especially in advertising."

"A well-informed-professional communicator fills an important role, by exporting Quebec's creative approach, in an attempt to sell communication products, advertising, or public relations," says Poitras.

The key is to ensure the quality of the message, according to the director:

"The challenge is that your message is understandable both locally and globally, especially when a head office is located outside your borders."

For Poitras, "the future of public communication is threatened if the number of global messages is lower than the messages issued by firms or if ineffective or sterilized messages are delivered, whether we address employees, the media, or

public stakeholders. We see the effect of this already through public apathy for politics," he says.

"We must communicate openly and transparently if we want messages to have an impact and to avoid losing audience attention. The public has seen and heard every formula!"

Rather he proposes that communicators be efficient by responding to the public's basic need to understand by concentrating on concrete information and by respecting its maturity and intelligence.

Poitras membership in the IABC Montreal chapter has provided him with a view of the communication trends in Quebec and North America. "I joined the IABC four years ago because the association gives me an international perspective," he says.

He is also interested in understanding the Quebec communication reality while taking advantage of global trends.

"The IABC gives me that opportunity," he says. "It allows me to constantly improve my methods by accessing resources outside my milieu through conferences, case studies, and other resource material provided by the association. I find Communication World magazine particularly useful for its articles written by communication professionals."

Poitras continues to hone his skills and "to question the importance of messages conceived by his department by vetting them in discussion groups and analysing the reaction. The more experience we have in communication, the more judgement we can apply to evaluate a message and predict the reaction of the audience by putting



Nicolas Poitras' remarks... continued

ourselves in their shoes and then adjusting accordingly," he says.

In the swirling tide that makes up the universe of his profession, Poitras juggles many activities. "I'm a family man – a husband and a father to a two-year-old daughter," he says. "Meeting the demands of that role is a challenge because my professional life is full of deadlines and working nights and weekends. My Blackberry®, my cellular telephone, and the internet are a big help!"

Poitras also uses swimming, family vacations, and his passion for film to escape the stresses of his work.

Y.E.J.

Member initiatives in the spotlight

John Gerstner, ABC, IABC member for thirty years, has launched a new knowledge-sharing portal for communication professionals with the twin goals of elevating the profession and improving the effectiveness of human and organizational communication.

Communitelligence.com was launched in mid-October in Iowa by its president John Gerstner and is a portal built and supported by communication leaders, associations, schools and businesses who share their best practices in an effort to improve the efficiency of all communication.

The goal is to help improve organizational and human communication by giving Communication, PR and Marketing professionals instant access to expert-led knowledge communities, learning events, resources, associations, schools and businesses.

Communitelligence brings together the vast world of communications – associations, events, training, jobs, news, trends, knowledge, leaders, topic experts and businesses serving this market. The portal centers around dozens of expert-led communities on communication topics ranging from skills such as writing, visual literacy and public speaking to managing the communications function, conflict communications, knowledge management and intranets.

Gerstner invites all members of the Montreal IABC to visit the website at www.Communitelligence.com.

Currently membership is free. Members have access to interesting articles, news, discussion boards, document exchange, surveys, jobs, and can contribute to the calendar of events.

**ABC is the Accredited Business Communicator designation of the International Association of Business Communicators*



John Gerstner

John Gerstner has served two terms on the Executive Board of the International Association of Business Communicators (IABC), and was 2000-2001 Chair of the IABC Research Foundation. Gerstner is a frequent presenter and workshop leader on intranets, Web writing and design, internal communication, and communication ethics. He has received more than 50 communication awards, including 17 IABC Gold Quills. In 1992, he received the IABC U.S. District 4 Director's Award. In 1994 he was named IABC/Iowa Communicator of the Year.

Information:
John Gerstner,
President, Communitelligence, Inc.
jgceo@communitelligence.com
(563) 386-7261

Are you making use of the IABC Montreal Job Line?

The resume section of the chapter website provides you with a platform to showcase your abilities and experience.

Take a few minutes to browse the resumes and post your own.

For further information contact Hélène Fortier at (514) 832-2935 ou contact her by email at helene.fortier@thales-avionics-ca.com

AIPC-Mtl



Don't miss these events

These IABC Montreal networking and professional development events

Exercice 2004-2005

IABC Montreal inaugurates Informal Wednesday

A monthly networking opportunity

Every last Wednesday of the month, friends of the Montreal IABC are invited to the Europa Hotel to informally discuss subjects and project that interest, preoccupy, and excite them.

November 24, 2004 - 6 p.m. – 7:30 p.m.

december - no event

January 26, 2005 - 6 p.m. – 7:30 p.m.

February 23, 2005 - 6 p.m. – 7:30 p.m.

March 30, 2005 - 6 p.m. – 7:30 p.m.

April 27, 2005 - 6 p.m. – 7:30 p.m.

May 25, 2005 - 6 p.m. – 7:30 p.m.

Location : Europa Hotel

Learning Night is finally here

A professional development opportunity – The first Tuesday of the month

A series of conferences and workshops delivered by experts from every sphere of communication are available. Friends of the IABC are invited to take advantage of the knowledge, experience, and know-how of these well-known professionals

December 7, 2004 – 6 p.m. to 9 p.m.

Workshop: Trends in the management of and development of intranets and employee portals

Review the evolution of intranets and employee portals as well as the trends and best practices of this specialty.

Find out why the redesigned Bombardier Aerospace employee portal received an OCTAS 2004 award from the FiQ and an award of excellence from CIPA in 2004.

Invited experts:

Claude Malaison, former president of l'Association des professionnels en intranet (API) and Intranet Coordinator at Hydro-Québec.

Irving Alvarado, Information Specialist, Bombardier Aerospace.

Where:

- UQAM, 405 Ste-Catherine East, Judith Jasmin Pavilion, des Boiseries room (J2805)

A bag lunch or buffet is planned.

February 1, 2005; 6:30 p.m. to 9:30 p.m.

Workshop: Psychological harassment, a communication issue?

Do you think that Public Relations management can help in finding solutions to endemic organizational problems?

Are these problems a responsibility of senior management? Human Resources? Communication representatives? A matter of team effort maybe? This workshop provides the answers to your questions.

Invited experts:

Monique Deviard, ARP and SCRP Fellow for years has been interested in the phenomenon of psychological harassment. In her practice, she has helped managers implement policies against psychological harassment within their organizations.

Monique Juteau, from the Montreal Transit Commission (MTC) will provide her experience in implementing and communicating about an anti-violence and psychological harassment policies at the MTC. The resulting communication program was awarded with a 2003 Equinox award. The program also contributed to the MTC receiving an excellence prize from the *Société des relationnistes du Québec*.

Where:

UQAM, 1430 Saint-Denis, Athamase-David Pavilion, Room D-R200

A bag lunch or buffet is planned

May 3, 2004, 6 p.m. to 9 p.m.

Workshop: Communication and change management

Today's organizations are constantly changing. Proactive management of transformation includes communication activities. However, if communication is used without other key-change-management elements within the organization, it can only have limited success. Adopting an integrated approach to communication and change management is imperative.

This dynamic workshop will provide information on:

- Principles and basics to consider when managing change
- The powerful synergy between communication and other change management tactics

Invited experts:

Hélène Tremblay, Communications Hélène Tremblay
Pierre Vallée, Habilis

Where:

- UQAM, 1430 Saint-Denis, Athamase-David Pavilion, Room D-R200

A bag lunch or buffet is planned

Gala Ovation news

At the behest of many members of the Montreal IABC, you will now have more time to submit your projects for the 2004 Ovation award consideration. The Ovation Gala, to be held on April 14, 2005 starting at 6 p.m., will recognize the work of excellent-professional communicators. We will shine a light on winning projects and will celebrate the talent of our peers.

Ovation Gala: Avril 14, 2005, à 6 p.m.

L.S.A.

We are looking forward to promoting this type of event in Montreal that involves your active participation. Please let us know about them as soon as possible at:

info@aipc-mtl-iabc.com



Industry watch

Here are some interesting trends worth watching:

Does your business use geomarketing?

Geomarketing is growing in popularity in Quebec and is being used by more and more large organizations including Société des Alcools du Québec, CGI, and Bell Canada. Communication and marketing managers consider geomarketing an ally that allows them to generate an information map that visually expresses their message better than simple text.

These maps also hold more weight in the minds of senior management because it makes decision making easier.

Geomarketing is multifunctional and is useful in either internal or external activities.

It allows you to concretely evaluate the needs of a particular region, to develop a global perspective when trying to satisfy the needs of clients in relation to their geography, or even to determine if there are sufficient vendors or consumers in a particular locale. The cartography method used in geomarketing also helps to calculate the cost of goods and services versus the ability of consumers to purchase these goods and services in a particular region.

Geomarketing can also provide a view of your competitors by providing a perspective on their performance in a particular market for example.

Research and marketing firms even use geomarketing to provide demographic information they simply cannot collect through surveys alone.

For these companies, geomarketing provides a more reliable picture of consumer behaviour in a particular country, region, city, or quarter.

Despite the fears of some who are preoccupied with keeping their privacy as citizens, geomarketing provides consumers with an opportunity to better communicate their preferences to managers.

There is no need for worries at this time as most enterprises do not want to share information amongst each other. Also, the field requires more exploration and improvement.

Currently in its infancy, geomarketing does not enjoy general acceptance by most goods and services enterprises. However, some organizations that have adopted it may enjoy an advantage over their competitors.

The more you watch television, the richer they become!

Quebec advertising holds a certain charm, and the revenue it generates fills the coffers of network owners.

Networks have succeeded where hockey players have not: They have gleefully increased television advertising rates. If you want to convince your boss to buy air time during peak-ratings periods, you may want to consider other options while these rates go down or stop their steep ascent.

Here are a few numbers:

This year, a 30 second spot during "Les Bougon" increased from \$7,000 to \$25,000 – a Quebec record. The same 30 seconds during Lance et Compte: la reconquête requires up to \$22,000. During the reality show Pour le meilleur et pour le pire, the spot costs \$18,000, while it costs \$10,500 during Tout le monde en parle.

Despite the fact that American advertisements on the most popular programs cost 10 times more than in Quebec, our local advertisers have never made as much money as lately. Therefore, television watchers certainly can make some people quite happy.

A new arrival in Québec

If you enjoy an important budget that allows for advertising during peak ratings periods, you can be very creative. Did you know that you can place a billboard at the Champlain bridge that points viewers to listen to 96.3 FM on their radio where your message runs 24 hours a day?

You can broadcast your message for one month for \$20,000.

This medium was recently used by Daniel, Eric, and Tadros, three Quebec singers, to increase the popularity of their song Yo quiero bailar,

It remains to be determined if drivers crossing the Champlain bridge buy their record – or if the advertising method at the very least increases their need to dance! ;-)

Y.E.J.



Keep your comments coming

Please continue forwarding your comments about the newsletter and our chapter activities. Your thoughts and ideas are important to us. We look forward to hearing from at info@aipc-mtl-iabc.com.

AIPC-Montréal-IABC

Get the maximum benefit from your IABC membership. Take advantage of the following service offered by our Montreal chapter:

The Communiqué: the monthly IABC Montreal newsletter

Regional and national professional development activities

Job line through the chapter website (<http://www.aipc-mtl-iabc.com/jobline/en/job.htm>.)

Access to support in pursuing your Accredited Business Communicator (ABC) accreditation

Eligibility for Ovation, Silver Leaf, and Gold Quill competitions

Networking opportunities

For further information contact: info@aipc-mtl-iabc.com

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