



**Liberal Party of Canada (Ontario)
Annual General Meeting
Workshop Description**

Saturday May 5th

Concurrent Workshops A: Description

Room

9:00 a.m.	10:15 a.m.	Winning with Mentorship: Engaging the power of youth with Eileen Shuchat For far too long, the youth of our party has been thought of in one of two ways: Either recognized for their progressive approach to policy initiatives, or as boots on the ground during elections. While both are vital functions, our party's youth are, and should be, so much more.	Grand East
9:00 a.m.	10:15 a.m.	Human Rights and Equity 101: Realizing the Promise of Diversity with Dr. Karen Mock Achieving Inclusion at every level of the party (Human Rights and Equity 101) – This workshop will discuss the challenges of putting policy into practice, as we aim to realize the promise of diversity and multiculturalism. Part 1 will provide an overview of the legislation and policies relevant to creating an inclusive and equitable society, and organization at every level. It's time we all understood the real meaning and significance of our policy of multiculturalism and its legacy.	Osgood East
9:00 a.m.	10:15 a.m.	Retirement Security: "Why we Care" with the Honourable Judy Sgro "Why should I care" about the proposal to raise the age of retirement? Because it is about more than a couple of years in your parents' grandparent's working lives, it is about your long term prospects couched in terms that hide the effects of the proposed change. Because it is about more than you and me getting our pension now, it is about our children and grandchildren's long term financial stability. Come and talk with Judy about why this matters to you provide feedback on proposals on how we can make a difference.	Osgood West
9:00 a.m.	10:15 a.m.	Harnessing the Potential of Social Media with Theresa Lubowitz Social media represents a cultural change in our society and the way we do communications. Discussion about our Party is already taking place online and we need to be a part of that conversation. In this session we will hear from Liberals at the forefront of this growing field and learn how to adapt traditional best practices of communications to the emerging environment of social media.	Hall C
9:00 a.m.	10:15 a.m.	EDA Strategic Planning with Cambridge EDA: Re new Re build Re engage Strategic planning is serious business and the success of your association may depend on a good plan. Take the time to build a successful plan by learning our best practices and sharing your own.	Hall B

Saturday May 5th

Concurrent Workshops B: Description

Room

10:20 a.m.	11:35 a.m.	<p>How a riding behaves during Leadership and how it can benefit from it with Hon. Andy Mitchell The Liberal Party will soon be entering into a leadership race unlike any other in its history. During the past two national conventions, delegates adopted innovative approaches to selecting the new leader; one member, one vote, and the creation of a supporter category eligible to assist in selecting the leader. The workshop will discuss ideas on how local EDAs can seize opportunities arising from a national leadership campaign to strengthen their organization and position the local party to elect/re-elect a Member of Parliament.</p> <p>The workshop will cover a series of topics including attracting new members and supporters, fund raising, communication and media opportunities, hosting public events, engaging community leaders and protecting the integrity of the selection process.</p>	Grand East
10:20 a.m.	11:35 a.m.	<p>Human Rights and Equity 102: Realizing the Promise of Diversity with Dr. Karen Mock Achieving Inclusion at every level of the party (Human Rights and Equity 201) – What challenges do you face in the effective implementation of our liberal policies of multiculturalism, equity and social justice? This workshop (Part 2, but open to everyone) will discuss the difference between equality and equity, engagement and empowerment, and between lip service and actually delivering on the promise of diversity in our party at every level. Real examples of how not to do it will provide the catalyst for lively discussion of practical strategies that will make a difference.</p>	Osgood East
10:20 a.m.	11:35 a.m.	<p>Cutting through the Cacophony: Newsletter Production tips with Hamilton Centre EDA This session focuses on how to effectively create your own EDA newsletters. Remember your target audience & always, stick to your main message.</p>	Osgood West
10:20 a.m.	11:35 a.m.	<p>New Liberalism with Author Matthew Kalkman New Liberalism is a book by Matthew Kalkman that examines the evolution of Liberalism from its early beginnings to its potential future incarnations. The author argues that New Liberalism is the next step in this evolution: the notion that, in order for a society to be maintained and to evolve, it is necessary to take into account our responsibility to future generations.</p>	Hall C
10:20 a.m.	11:35 a.m.	<p>Policy 101, Policy that Works with Maryanne Kampouris As we rebuild the Party we need to engage in every community. This job falls to the Electoral District Association or Commission Club. Policy 101 is designed for Policy Chairs and EDA executive members to obtain practice.</p>	Hall B

Saturday May 5th

Concurrent Workshops R: Description

Room

4:45 P.M.	6:00 P.M.	Income Inequality with Senator Art Eggleton Some research shows an increase in violence and mental health issues in societies where income gaps are greatest. There are also studies which show a link between extreme inequality and serious economic problems. Senator Art Eggleton will join us to talk about the evidence around the negative effects of Income inequality. Join us to exchange ideas on solutions and policy proposals that we can advocate and implement even during a period of majority conservative government.	Grand East
4:45 P.M.	6:00 P.M.	How a riding behaves during Leadership and how it can benefit from it with Hon. Andy Mitchell The Liberal Party will soon be entering into a leadership race unlike any other in its history. During the past two national conventions, delegates adopted innovative approaches to selecting the new leader; one member, one vote, and the creation of a supporter category eligible to assist in selecting the leader. The workshop will discuss ideas on how local EDAs can seize opportunities arising from a national leadership campaign to strengthen their organization and position the local party to elect/re-elect a Member of Parliament. The workshop will cover a series of topics including attracting new members and supporters, fund raising, communication and media opportunities, hosting public events, engaging community leaders and protecting the integrity of the selection process.	Osgood East
4:45 P.M.	6:00 P.M.	3 1/2 Year Management tips with Brian Rice It is said in the Private sector that corporations spend more money ensuring their computers communicate effectively than they do ensuring their teams know how to communicate. This problem is more prominent in our party since our volunteer teams may not even have the experience of working on an ineffective corporate team to guide them. This realisation has led the Liberal Party of Canada in BC to begin developing the Principle of Electoral District Association (EDA) Management course. This course is designed to teach our volunteers the fundamentals of managing an EDA: how to structure and work effectively as a team, a process model for planning and structuring an EDA term of office, and fundamental team and program management techniques and best practices.	Osgood West
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Sunday May 6th

Concurrent Workshops C: Description

Room

9:00 a.m.	10:15 a.m.	Canada Health Accord (Dr. Hedy Fry) The federal government has launched negotiations with the provinces and territories to renew the Health Accord, which expires in 2014. Dr. Hedy Fry will speak with us about the pressures that exist within the health system, the federal role in ensuring that Canadian's health needs are met and what we can do as Liberals in the current environment.	Grand East
9:00 a.m.	10:15 a.m.	Operating a Rural EDA: Small Rural Communities overcoming the challenges with Hon. Andy Mitchell & Betsy McGregor Rural Ontarians have often felt that their values, traditions and perspectives are not well reflected or appreciated within the government. Rural areas face unique challenges shaped by its vast geography, low population densities, distance from markets and the cyclical nature of resource based industries. As a result, rural EDAs face unique challenges developing policy solutions and must also address distinctive organizational concerns. The workshop will cover a series of topics including applying a rural lens to policy development, communicating national messages in a rural context, engaging local community media in a multi-market context, using social media, attracting perspective candidates, community outreach, recruiting and maintaining local members and supporters across vast geographic regions, facilitating participation in Liberal meetings (executive, AGM, conventions, etc) and raising funds.	Osgood East
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