

**IAP2 BC Chapter Spring Symposium**  
**May 19, 2011**  
**The Listel Hotel**  
**1300 Robson Street, Vancouver, BC**



## ***Making the Business Case for Public Participation***

### **Symposium Overview**

More than ever government and business decision-makers are critically weighing the value of each business tool they employ / fund. While the discipline of public consultation has earned a legitimate spot as a practice: its strategic value is often challenged; its use viewed as a required administrative “check-list”; and its associated opportunity is often watered down or never realized.

How do we as practitioners ensure that public consultation is used as a valuable and strategic business tool that is sustainably aligned with existing practises, and integrated into how an organization conducts itself and its “business?” This full-day discussion will consider how public consultation can be better stitched into organizational and project paradigms and become viewed by leaders and decision-makers as a valuable strategic asset that delivers a positive / acceptable return on an organization’s investment (money, time, reputation, & outcome).

### ***Morning Session***

#### **“So What?”**

**Caryl Harper**, Manager Public Participation and Collaborative Systems Development  
Vancouver Island Health Authority

Including consultation in your organization’s toolbox doesn’t guarantee successful or sustainable results. This session explores the transition of an organization as it moves from simply “doing” consultation to understanding and embracing its “business” value. Key discussion topics include:

- The cost of decide-announce-defend style consultation.
- Key steps the Vancouver Island Health Authority took / is taking to integrate consultation / public participation as a strategic tool for conducting its business.
- What is needed to ensure an organization is gaining true benefit and value from collaboration / public participation to ensure it doesn’t retreat into an administrative exercise to simply meet a “mandate”.

### ***Afternoon Session***

#### **“Engagement Through the Municipal Government Business Lens”**

**Susan Haid**, Manager, Sustainable Community Planning, District of North Vancouver  
**Katie Josephson**, Director, Corporate Communications, City of Victoria  
**Vince Verlaan**, Principal, HB Lanarc Consultants

This panel will review two municipal government engagement success stories and consider the associated rationale for investment, the expected value proposition and benefits of integration. They will look beyond the specific projects and discuss the additional organizational outcomes of an increased mandate for change and the transformation of culture. Discussion frames include:

- The District of North Vancouver’s 18-month engagement effort to develop and approve a new official community plan.
- The City of Victoria’s new Civic Engagement strategy and implementation.
- The evolving business case for engagement twinned with technical work to strengthen local government relevance and mandate.

## Agenda

- 8:15am** Doors open - breakfast and registration
- 9:00am** Welcome & overview of the day – *Donald Golob, President, IAP2 BC Chapter*
- 9:15am** Making the Business Case for P2 – *Introduction and Discussion*
- 10:15am Coffee Break #1*
- 10:30am** **Morning Session**
- 12:00pm** Working Lunch – Future of IAP2 BC Chapter & IAP2 Canada – *Facilitated by BC Chapter Executive Committee and Chapter members*
- 1:00pm** **Afternoon Session**
- 2:00pm Coffee Break #2*
- 3:00pm** Closing comments & Thank You – *BC Chapter Executive Committee*
- 4:00pm** Networking Social and Reception (on site)