



GIVE AND GET GOOD PR

by: Deborah Hulme

Creating awareness across multiple venues is the essence of good PR. So what's the key: planning, messaging, relationships? All three according to Sandra Anstey, CAWEE's ExtraOrdinary Woman of the Year for 2003, Executive Vice President of Off the Ground Communications and Public Affairs Inc. (OTG), and candidate for Toronto City Council in the riding of Trinity-Spadina.

"It (PR) is communicating what your business is all about", says Anstey. "You must have a strategic plan that you roll out over time, know your outcome in advance, define your messages, which tools to use, not to mention your budget."

Anstey's company, *Off the Ground Communications and*

sales, self-promotion materials, advertising and marketing. The objective of public relations is to create valuable third-party credibility. A news item or press release often appears to have more sincerity or authority than a paid advertisement. In addition to the newsworthy and capably structured press release, other effective PR tools include media interviews, articles or editorials with your by-line or that of an associate, workshops and seminars, public speaking engagements, and special events.

"PR is about marketing to your target audience," Anstey continues, "keeping your communications networks open, getting yourself out there, doing the meet and greet. The hardest thing for anyone to do is self-marketing, self-promotion.

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getting yourself **out there,** doing the **meet & greet.**

Public Affairs Inc., provides full service counselling across industries in areas such as government relations, issues management, integrated communications, and public relations. "Part of what I do is teach the private sector how to communicate with government," Anstey explains. "The private sector is profit-motivated, whereas government or the public sector is a tax-based, public service platform. The messages are very different, but how you get them across is quite similar."

"With respect to government relations, a change in government means a change in political capital, comparable to shifts in markets and consumer trends. You have to recognize when your political capital is shifting and react immediately. There's only a short time to get that head start. Your plan has to take that into account and you have to be prepared to segue quickly to create an even playing field."

Typically, the well-executed PR plan is part of a comprehensive communications strategy that includes one-on-one

But there's more than one approach to effective PR. Look for opportunities to interact with a wide range of audiences: peers, other professionals, media and your community - any means to get you, your business and your message across."

Whatever tool you choose, which of your target audiences you are trying to communicate to, and whether you are focusing on government relations or public relations for business, the integrity of your message is fundamental. "Today there is a new way of doing business," asserts Anstey. "Spinning is dead. These days it's about honesty, a more down to earth approach, which means working together and working with what you've got."

Now that's good PR.

Deborah Hulme, Director of Marketing, CAWEE; is a freelance writer providing creative messaging and strategic direction for business-to-business, financial and interactive applications. Deb can be reached at debhulme@allstream.net.

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CAWEE

CANADIAN ASSOCIATION
OF WOMEN EXECUTIVES
& ENTREPRENEURS

a world within

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quarterly news

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MISSION STATEMENT

Canadian Association of
Women Executives &
Entrepreneurs (CAWEE)
provides an environment for
successful business women
to grow and develop both
professionally and personally
through business and
community involvement.

ACCLAIM AD RATES

**WEB LINK FROM CAWEE
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\$500.00 (plus GST)

**YOUR AD IN ACCLAIM
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1/8 Page \$75.00 (plus GST)
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\$1000.00 (plus GST)
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WWW.CAWEE.NET

PRESIDENT'S MESSAGE

by: Patti Knight, JagSphere Inc.

The holiday season is almost upon us. At this time of year we reach out to all those that we don't see often enough due to our busy lives. It's a time to relax, have a few laughs, hug some old friends and make some new ones. CAWEE's fall BBQ and Mini-Golf was a great event in September, and in spite of the pending hurricane that never really hit us, we had lively group, some great laughs, wonderful door prizes and gifts.

I hope to see all of you at our Holiday Season evening, "Tidings, Comfort, and all that Jazz...." on December 4. For those of you in practitioner

businesses, this is a time to have a holiday celebration with like-minded women. Last year's event had great reviews, so great that we are returning to the Looking Glass Restaurant in the historic Sampson house on Church Street. Dress up and join the fun, maybe there will be a few Jazz surprises....

Happy Holidays everyone.

Patti Knight
President, CAWEE

REMEMBER TO ASK...

"Nice Girls Don't Ask" - In a recent article in the Harvard Business Review (October 2003, pages 14,15) the writer reveals that "Women often don't get what they want and deserve because they don't ask for it. In three separate studies, we found that men are more likely than women to negotiate for what they want."

In this communication issue of Acclaim, remember to communicate what you want - to your employer, or your clients. And for female managers in positions to hire and promote, remember you "need to confront this problem - mentor women you supervise, advise them on the benefits (and necessity) of asking for what they need to do their jobs effectively and fulfill their professional goals". ❄

CAWEE INSIDER: CAWEE Grows Again!

A WARM WELCOME TO THE FOLLOWING NEW MEMBERS:

Genevieve Prevost, SMART & BIGGAR/FETHERSTONHAUGH LAWYERS

Ethel Taylor, SEARS CANADA INC.

Dr. Cynthia Chan, KING WEST CHIROPRACTIC HEALTH CENTRE

Nancy Lamont, INFORMATION SYSTEMS ARCHITECTS INC.

Elsie Morrin, EVINCE CORPORATION, SOFTWARE DEVELOPER

Hazel Mealey, MINTZ & PARTNERS LLP ACCOUNTANTS

Linda Jenkins, LINDA PENWARDEN JEWELLERY

Iva Bravic, HUDSON'S BAY COMPANY

Tidings, Comfort, and All That Jazz... CAWEE Holiday Event!

It'll be a hot time in Hogtown this night. CAWEE's 2003 Christmas Bash guarantees to be 'the bee's knees' - the most gregarious and fun holiday networking social of the season.

DATE: Thursday, December 4, 2003

PLACE: The Looking Glass Restaurant, Historic Sampson House,
586 Church Street

6:00 pm: Cocktails & Networking

7:00 pm: Buffet Dinner

8:00 pm: President's Address

8:15 pm: Guest Speaker

8:40 pm: Gift Giving

PRICE: Members: **\$60**, GST included, Guests: **\$80**, GST included, Corporate Table of 8: **\$1070**, GST included
Register by calling Marilyn Ryder 416-756-0000 or by email, info@cawee.net.

BREAKFAST NETWORKING - HAVE YOU MADE CONTACT TODAY?

November 13* • December 11 • January 8 • February 12 • March 11 • April 8 • May 13 • June 10

CAWEE's monthly breakfast get-togethers attract professional, executive and entrepreneurial women. These business socials take place the second Thursday of every month at Movenpik Marché in BCE Place from 7:30 a.m. to 9:00 a.m.

***CAWEE Corner**, November 13

Topic: *Financial Planning Strategies*

Elizabeth Kuzmas

Breakfasts are held the second Thursday of every month at Movenpik Marche, BCE Place, Bay and Front Streets, 7:30AM. Parking underground, or the King Street subway exit.

Cost: **\$10** for members and **\$20** Non-members (incl GST) for first two breakfasts and **\$30** (incl GST) for each additional visit. Purchase your own breakfast.

Note: Pre-registration is necessary. Those who pre-register and prepay by noon the Tuesday prior to the event are listed in a roster distributed at the meeting, with full contact and business nature information. (please provide a short business description upon registration)

LUNCH 'N' LEARN

4 Steps to Effective Networking

Presenter: Adrian Davis

Date: February 3, 2004

Time: 12:00pm - 1:30pm ** Lunch is provided**

Location: Children's Aid Foundation, 25 Spadina Road, Toronto

** Public Parking is available next to the building.

Adrian Davis is the president of Whetstone Inc., a boutique management-consulting firm devoted to helping business-to-business companies win major accounts. Adrian, once a homeless high school drop out, has sold for some of the hottest high tech companies in Silicon Valley. Adrian has an in depth understanding of what is required personally and professionally to excel in today's challenging business climate.

Who Should Attend?

Every entrepreneur, sales person and professional who wants to learn practical techniques on generating leads in his or her industry. Ideal for any person that is responsible for bringing in new contacts and prospects into their business.

Cost: **\$58.85** for members and **\$80.25** for non-members.

RSVP to all upcoming events in advance. Contact Marilyn Ryder, CAWEE:

Tel: 416-756-0000 Fax 416-862-0315, register on-line at www.cawee.net, or email info@cawee.net for further information, registration details, and to book your space.



The Communication Not-to-do List

by: Beth Parker

The other day I estimated that I had worked with over 50 businesses in my first five years as a writer and communication consultant. Here are the top Eight Communication mistakes to avoid.

Forgetting to listen

Communication is two-way process. Everyone says this, but few practice it. Sales training programs emphasize the need to listen to the customer's needs before you respond. One way to practice good listening is to respond with another question each time someone tells you something about their business. This forces you to keep quiet about yourself and really listen to your audience.

Sending too many messages

Similar to information overload, too many messages just leaves your audience bewildered. Decide on one message, then to quote the political world, "stay on message".

Forgetting the action

People communicate for a reason - remember to let your audience know the reason. You may want them to talk with you about their company (then let them do that, see point #1). You may want them to sign a contract (then tell them), you may want them to try your services for free, then offer it. But always, always, communicate the action you expect.

..."sweat the small stuff" ^{and}
pay attention ^{to details that} project your image
to the world.

Thinking that it is about you

Have you ever agonized about calling someone who hasn't returned your call, and been greeted instead by a grateful, "I'm so glad you finally got through to me!" When people don't communicate back to you, the worst mistake you can make is think that it has something to do with you. People are busy. If you want to communicate, it is up to you to keep the process alive.

Being careless

It doesn't matter whether it is a silly spelling mistake, a presentation that crashes your computer, or a rumpled suit jacket, every thing you do or say communicates something about you, your business, and what you value. You can't be perfect, but here is one time when you do want to "sweat the small stuff" and pay attention to details that project your image to the world.

Believing that more information means better communication

Everyone should repeat the mantra "Better communication does not mean more information". Detailed, comprehensive information will not land you the job; making a connection with a potential client will. Force yourself to pay attention to how you communicate and build the relationship, and limit the amount of information.

Making communication complex

Interestingly enough, good communication is seamless. The better it is, the less visible it is. It can involve Power Point, electronic messaging and multiple URLs, but it doesn't have to in order to be effective. Good communication is connecting with your audience - nothing more and nothing less.

Thinking that in your field, communication doesn't matter

Does a backroom computer programmer need to be able to communicate? You bet. Your boss will promote you, clients will hire you, people will refer your company, and associates will give you great references. If you want to get ahead, and stay there, never, ever underestimate the value of excellent communication skills.

Beth Parker, Words & Solutions, is a communication consultant who provides writing services and coaching to small and medium-size businesses. wordsbparker@earthlink.net and www.grammar-girls.net ✨



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a world within

The Woman Within

GOOD EVENING, LADIES AND GENTLEMEN

by: Helen Kohl



Your business is growing. You're making a name for yourself in the community. And now you've received an invitation to be the keynote speaker at a prestigious public event. You're thrilled at the opportunity to showcase yourself and your business. But how do you write a speech that communicates effectively? Here are a few tricks of the trade:

- **Consider your audience.** You need a speech that appeals to the age, gender and values of those listening.
- **Decide what you can talk about.** Before you sit down and begin pounding out the prose, it's essential that you're clear about the subject matter. Is this an opportunity to talk about your business? Have you been invited to present your point of view on a particular issue? Or do you

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attention right from the start,
you may **never get it.**

want to provide a little light entertainment before the main event?

- **Do your research.** Gather together relevant information from your own experiences, or from people, books, websites, etc. Equip yourself with all the facts. These include relevant statistics ("50% of our clients are entrepreneurs") as well as examples to illustrate complex topics ("because that legislation had no teeth, polluters flouted the law, and the result was double the carbon monoxide emission rates....")
- **Write an outline.** You can start by lumping together like information and go from there. If it's a speech about your organization, you might pull together information on the five major challenges it has faced. If you want to present the solution to a problem, describe the problem - with, for fun, some examples to show why it's a problem - and then five different ways to solve it, in order of priority. If you're giving a speech about yourself, it might be useful to present the information in chronological order - first I was born, then I went to this great daycare, etc. Create a logical progression of ideas - and no speech should have more than five.
- **Get them in ...** If you don't get the audience's attention right from the start, you may never

get it. I use a three-step approach:

1. Acknowledge the person who introduces you - "Thanks so much for that kind introduction, Mary."
2. Acknowledge your audience and other speakers - "It's a pleasure to share a podium with this City's hard-working Mayor. And it's wonderful to be here in Hamilton, addressing a room full of dedicated Rotarians."
3. Grab them, in no more than two sentences, with who you are and what you're going to talk about. My son wrote an extremely effective speech on hypnotism for a school project by opening with, "You are growing sleepy, very, very sleepy." In my speeches for business leaders, I'm a little more conventional: "I'm Judy Smith, the president of XYZ corporation, and I'm looking forward to sharing my views on business development. In the case of my company, I have to confess that we did everything backwards..." You can also refer to an historical occasion - "Today is our company's first anniversary," or pose an intriguing question: "How many people here watch black and white television?"

- **...and get them out.** You want people to remember you and your main idea. So tell them what you talked about, and get out of there. "As you can see, business development took far more than a good idea. It took foresight, it took persistence, and it took a few nights of sleeping on the bank manager's doorstep. But it all paid off in the end. Thank you."
- **A few stylistic suggestions.** Use English, not industry jargon. Anecdotes to illustrate your points are always good. Repetition can be very effective: "We act on our beliefs. That is why we appointed an independence partner. That is why we routinely refuse engagements that conflict with existing customers. And that is why we invest 20% of our cash flow into employee training." Quotations attributed to famous people can be entertaining, but don't pepper your speech with the words of Winston Churchill or your speech will sound like a high school English essay. The most important advice of all is to always make it to sound like yourself. ✨

Helen Kohl of Kohl Communications has written countless speeches for business and political leaders in Canada. kohlh@sympatico.ca



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CAWEE 2003

Tidings, Comfort and all that Jazz

It'll be a hot time in Hogtown this night. CAWEE's 2003 Christmas Bash guarantees to be 'the bee's knees' - the most gregarious and fun holiday networking social of the season.

We'll be steppin' out at The Looking Glass. So put on the ol' Razzle Dazzle and bring your friends, clients, and business associates to savour the ambiance. No bathtub gin here, only fine wines and a special guest speaker to inspire and entertain. We encourage all to jazz up with '20s flair: glitter & sequins hot enough to wow Richard Gere. There's no prohibition on good times. The venue's cool and the company's hot ... *and all that jazz!*

WHEN: Thursday, December 4, 2003

**WHERE: The Looking Glass Restaurant,
586 Church Street
(plenty of street parking and a
parking lot at Yonge & Gloucester)**

AGENDA

- 6:00 pm: Cocktails & Networking
- 7:00 pm: Buffet Dinner
- 8:00 pm: President's Address
- 8:15 pm: Guest Speaker
- 8:40 pm: Gift Giving - In the spirit of the season, please consider contributing a gift in the form of a cheque to our local charity of the year -
Yonge Street Mission,
Women & Children's Program -
Young Mothers Project

Members: \$60.00 (inc. GST)

Guests: \$80.00 (inc. GST)

Corporate Table of 8: \$1070.00 (inc. GST)

Payment Method: Cheque Enclosed,
VISA, MasterCard, AMEX

Cancellation Policy: No refunds for cancellations later than one week prior to event.

Fax to 416-862-0315 or email your registration to info@cawee.net

TALK ABOUT YOURSELF!

Sales: Making them! This is your chance. CAWEE looks for articles for ACCLAIM, articles from you. Next issue our theme is "**Sales: making them, closing them, pursuing them**". We know that this is the theme we gave to this issue, but this time, we really mean it! Send all ideas for stories to ACCLAIM Editor, info@cawee.net 500 words, deadline is January 8, 2004.