

LOBBYING AND GOVERNMENT RELATIONS:

The Latest Rules and Strategies for Compliance

If you communicate with the government on behalf of your client or organization, make sure you know the rules to stay compliant.

Engage with lawyers, government staff and industry professionals, who will provide you with effective strategies for handling complex government communications issues, including:

- Recent changes to the legislative and regulatory frameworks, including emerging trends and strategies for compliance
- Tactics for meeting the expectations of transparency and accountability in the public decision-making process
- Implications of digital media and advocacy
- Best practices and strategies for procuring government contracts
- How to deal with investigations and enquiries from lobbying regulators

Keynote address: *"Transparency and Integrity in Lobbying"* – featuring **Cristina De Caprio**, Lobbyist Registrar, City of Toronto

PLUS! You will receive complimentary access to two online primers featuring **Guy Giorno** – *"What is Lobbying?"* and *"Lobbying Compliance – Internal Strategies for Organizations"*

PROGRAM CHAIR

Guy Giorno

Fasken Martineau DuMoulin LLP

REGISTRATION OPTIONS

April 25, 2022:

Online, Live

9:00 a.m. – 5:00 p.m. ET

OR

June 6, 2022:

Online Replay

9:00 a.m. – 5:00 p.m. ET

Can't make the date?

Registration includes 120-day unlimited, online access to the recorded program.

Register today at:

[osgoodepd.ca/
lobbying](https://osgoodepd.ca/lobbying)

Lobbying and Government Relations: *The Latest Rules and Strategies for Compliance*

Lobbying in Canada is more regulated than ever. Yet, professionals and organizations often don't realize that their communications with the government constitute lobbying.

Over one day, this OsgoodePD program features concise presentations and focused panel discussions with an expert, multidisciplinary faculty. You will get all the practical information you need to effectively advise your clients or organization on the rules and regulations related to lobbying to ensure compliance and protect your clients' interests.

You will leave this program with a thorough understanding of the ins and outs of communicating with the government, including best practices for reducing legal and reputational risk.

Topics Include

- How to stay out of the headlines, avoiding conflicts of interest and organizational best practices
- Trends and changes in the legislative and regulatory framework
- Tactics for handling enforcement proceedings
- Strategies for responding to and participating in investigations
- Understanding the intersection between lobbying and political activity
- Strategic application of political activity rules to social media
- How to develop and implement effective strategies to get your message heard
- Best practices for winning government contracts

Who Should Attend

- Lobbying, government relations, and political law lawyers and affiliated professionals
- Planning/development, municipal law, labour law and regulatory lawyers and affiliated professionals
- Lobbyists (both in-house and from professional lobbying firms) representing corporations, trade and professional associations, public interest and other citizen groups, and labour unions
- Strategic policy consultants and similar policy advocates
- Compliance professionals
- Government procurement professionals
- Municipal councilors
- Public officials
- Professionals working in campaign finance, philanthropy and grass roots mobilization
- Federal, provincial and municipal government employees

Register today at:

osgoodepd.ca/lobbying

Agenda

8:45 a.m.

Login

9:00 a.m.

Program Chair's Welcome and Introductory Remarks

9:10 a.m.

Keynote Address: "Transparency and Integrity in Lobbying"

Cristina De Caprio

Lobbyist Registrar, City of Toronto

9:50 a.m.

Trends and Changes in the Legislative and Regulatory Framework

Jac Strandberg

Legal Advisor, Office of the Commissioner of Lobbying

oline Twiss

Deputy Commissioner – Office of the Information and Privacy Commissioner for BC

- Comprehensive review of legislative changes across Canada
- Municipal lobbyist registration – when and how they are used
- Enforcement: trends, developments, penalties
- Case law updates: leading decisions you need to know about
- Recent changes to reporting requirements – Federal/Provincial/Municipal

10:50 a.m.

Break

11:00 a.m.

Staying Out of the Headlines: Ethical Conduct, Avoiding Conflicts of Interest and Organizational Best Practices

Moderator:

Alexandria Shannon

President, Funding Portal Inc., and President, PAAC

Panellists:

Supriya Dwivedi

Senior Counsel, Enterprise Canada

James Sanders

Principal and General Counsel, Navigator Ltd.

Regan Watts

Founder, Frattton Park Inc.

- Ethical considerations for lobbyists
- Codes of Conduct you need to know
- Conflicts of interest issues:
 - Voluntary Codes of Conduct (eg. The Public Affairs Association of Canada)
 - In the news – a review of past and present scandals, including examples of situations where ethics are brought into question; not putting a politician in a position of conflict of interest
- Strategies to ensure in-house compliance
 - When to register and how to track the amount of time spent on lobbying activities (cross-jurisdictional)
 - Analysis of internal lobbying policies
 - Working with in-house counsel in lobbying compliance and lobbying strategy

12:00 p.m.

Lunch

12:45 p.m.

Practical Applications #1 – Handling Enforcement Proceedings: Strategies for Responding to and Participating in Investigations

Alexis Levine

Co-leader, Public Sector Crisis & Compliance, Blake, Cassels & Graydon LLP

Guy Giorno

Political Law Practice Leader, Fasken Martineau DuMoulin LLP

- Investigative practice and procedure: federal and provincial
- Lobbying compliance investigations
- Conflicts of interest/integrity investigations
- Investigations of public office holders vs investigations of lobbyists
- Role of witnesses
- Production requests, interviews and legal submissions

1:30 p.m.

Practical Applications #2 – Lobbyists, Politics and Elections

Guy Giorno

Political Law Practice Leader, Fasken Martineau DuMoulin LLP

Jack Siegel

Partner, Blaney McMurtry LLP

- Lobbying and its intersection with political activity; conflict of interest rules
- Practical strategies for grappling with complex third-party election and campaign financing laws
 - When does your lobbying activity become regulated third-party activity?
- Tactics for avoiding illegal political contributions
- Best practices for developing policies and processes that will reduce legal and reputational risk

2:15 p.m.

Practical Applications #3 – Lobbying and Digital Advocacy

Kyle Morrow

Lawyer, Fasken Martineau DuMoulin LLP

- Comprehensive explanation of rules related to grassroots lobbying across jurisdiction, including rules related to the use of digital media to lobby
- Apply and analyze how political activity rules apply to social media activity
- Discuss implications of recent changes on registration thresholds, across jurisdictions

2:45 p.m.

Break

3:00 p.m.

Lobbying and Government Procurement: Navigating the Law, Politics and Understanding Business Risks

Moderator:

Claire Hicks

Counsel, IBM Canada

Panellists:

Paul Emanuelli

General Counsel and Managing Director, The Procurement Office

Douglas Kent

Assistant Deputy Minister, Ministry of Government and Consumer Services, Government of Ontario

Marcia Mills

Partner, Fasken Martineau DuMoulin LLP

- Fundamentals of Federal and Ontario procurement law and applicable legislation
- Deciphering trade agreements and procurement policies
- Politics and procurement: domestic preferences and other political drivers
- Making sense of tenders, RFP's and multi-stage processes
- Bid rigging, bribery, corruption, undue influence and other offences
- Bringing applications for government subsidies
- Understanding bid protest procedures
- Best practices and strategies for winning government contracts

4:00 p.m.

Get Your Message Heard: Developing and Implementing Effective Strategies

Moderator:

Alana Baker

Senior Director, Government Relations, Automotive Industries Association of Canada, and Director, GRIC

Panellists:

John Matheson

Principal, StrategyCorp

Caroline Pinto

Managing Principal, Counsel Public Affairs

- Best practices when assisting in government relations efforts
- Strategies for identifying and refining the argument (framing the message)
- How to link to government interests and priorities
- Tactics for getting the word out
- Working with a PR Firm
- Dealing with investigations and enquiries from lobbying regulators

5:00 p.m.

Program Ends

Chair

Guy Giorno

Political Law Practice Leader, Fasken Martineau DuMoulin LLP

Faculty Includes

Alana Baker

Senior Director, Government Relations, Automotive Industries Association of Canada, and Director, GRIC

Cristina De Caprio

Lobbyist Registrar, City of Toronto

Supriya Dwivedi

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Registration Details

Fee per Delegate: \$795 + TAX

Newly Licensed*: 50% off regular rate + TAX

PAAC members: 10% off regular rate + TAX

GRIC members: 10% off regular rate + TAX

**This fee applies to newly licensed professionals within the past 2 years*

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Cancellations and Substitutions

Substitution of registrants is permitted at any time. If you are unable to find a substitute, a full refund is available if a cancellation request is received in writing 14 days prior to the program date. If a cancellation request is made with less than 14 days notice, a \$75 administration fee will apply. No other refund is available.



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Online primers – LSO (ON): 1h 30m CPD
(1h Substantive; 30m Professionalism)

Program – LSO (ON): 7h 5m CPD
(5h 40m Substantive; 1h 25m Professionalism)

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