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

- 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
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

Who Should Attend

• 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
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

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

Register today at: osgoodepd.ca/lobbying