



Create  
Collaborate  
Connect

PLEAC Annual Meeting October 20, 2010  
Hotel Omni Mont-Royal- Salon Printemps

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## The Backdrop:

After Generation X and Y, here comes... Generation C.

Based on an in-depth study, the Centre francophone d'informatisation des organisations (CEFRIO)<sup>1</sup> coined the term "Generation C" to describe 12 to 24-year-olds who have grown up with computers and the Internet and use them to create, collaborate and connect as never before.

Using these three words as a starting point, the 2010 PLEAC Conference is offering up a series of activities to help you "refresh" your way of doing things, make use of the tools so much in favour with this generation, and reflect on some important questions:

- How can you encourage **creativity** to flourish and use it to be more effective as an organization?
- What technological tools can PLEAC member organizations use to **collaborate** as a group and increase the impact of their activities?
- Do you think you will be missing the boat if you don't use social media to **connect** to your audience?

"Every generation laughs at the old fashions, but follows religiously the new."

**Henry David Thoreau**

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<sup>1</sup> The *Centre francophone d'informatisation des organisations* is an organization that is an authority on the use of IT and the Internet in Quebec.



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## Schedule

### Tuesday, October 19

6:00 PM

#### **Gowlings Welcome Cocktail**

3700 - 1 Place Ville Marie  
Montreal, QC H3B 3P4

RSVP by October 6<sup>th</sup> by clicking here: [RSVP form.](#)

### Wednesday, October 20

Conference

#### **Hotel Omni Mont-Royal- Salon Printemps**

1050 Sherbrooke Street West  
Montreal, QC H3A 2R6

8:30 to 9:00 AM

Breakfast

9:00 to 10:15 AM

#### **Create Workshop (75 minutes)**

10:15 to 10:30 AM

Break

10:30 to 11:45 AM

#### **Collaborate Workshop (75 minutes)**

11:45 AM to 1:00 PM

Lunch

1:00 to 2:15 PM

#### **Connect Workshop (75 minutes)**

2:30 to 2:45 PM

Break

2:45 to 4:00 PM

#### **Show and Tell (75 minutes)**

4:00 to 4:30 PM

#### **Annual General Meeting (30 minutes)**

Dinner

Robin des bois Restaurant : Where creativity and solidarity are served up

Robin des bois is a non-profit restaurant. Employees are volunteers, and profits from the sale of meals, as well as tips, are donated to various charities, such as food banks, Meals on Wheels and women's shelters.

\$40 group menu

RSVP by October 6<sup>th</sup> by clicking here: [RSVP form.](#)



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## Schedule (continued)

**Thursday, October 21:** **Conference on Plain Language and the Law – Be Part of the Discussion**  
9:00 to 4:00 PM Don't forget to attend the sessions featuring your PLEAC colleagues:

*Opening and Plenary Session*

Julie Matthews, CLEO

Nathalie Roy, Éducaloi

For more details, see the conference program.

6:00 PM

**10th Anniversary of Éducaloi Evening**

**Friday, October 22**

9:00 to 4:00 PM

**Conference on Plain Language and the Law – Be Part of the Discussion**

Don't forget to attend the sessions featuring your PLEAC colleagues:

*Preparing the Citizens of Tomorrow through Justice Education*

Sarah McCoubrey, OJEN

*Unrepresented Litigants and Legal Information*

Rick Craig, Justice Education Society

For more details, see the conference program.

6:00 PM

**Free Evening**

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## **Workshop 1 Create**

### **Knowledge, Creativity and Innovation: The Keys to Managing the Creative Process**

#### *Description*

In the past few years, we have witnessed a major transformation that will affect our organizations in a whole range of ways: the move from an information society and knowledge economy towards a "creative" economy. If only the most creative survive, or at least stand out, do we have what it takes to make sure a spirit of innovation permeates our organizations?

#### *Objectives of the Workshop*

- Better understand the challenges of managing the creative process in an organization, from a practical perspective.
- Identify the creative strengths and weaknesses of our organizations.
- Examine our management practices in terms of their creative potential, and their potential to stimulate creativity within your particular organization.
- Rethink our management practices as they relate to developing creativity in individuals, teams and organizations.
- Position our organizations to explore and exploit sources of creativity in our business communities and in our social and cultural environments.

#### *Speaker*

Jean-Sébastien Bouchard, president, Grisvert

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## **Workshop 2 Collaborate**

### **Online Collaboration Tools**

#### *Description*

Instant messaging, video conferencing, webinars, groupware, file sharing, collaborative review of documents, wikis – there are a lot of tools out there that organizations can use to collaborate.

- Why use online collaborative tools?
- Which ones do you use?
- What are the risks involved?

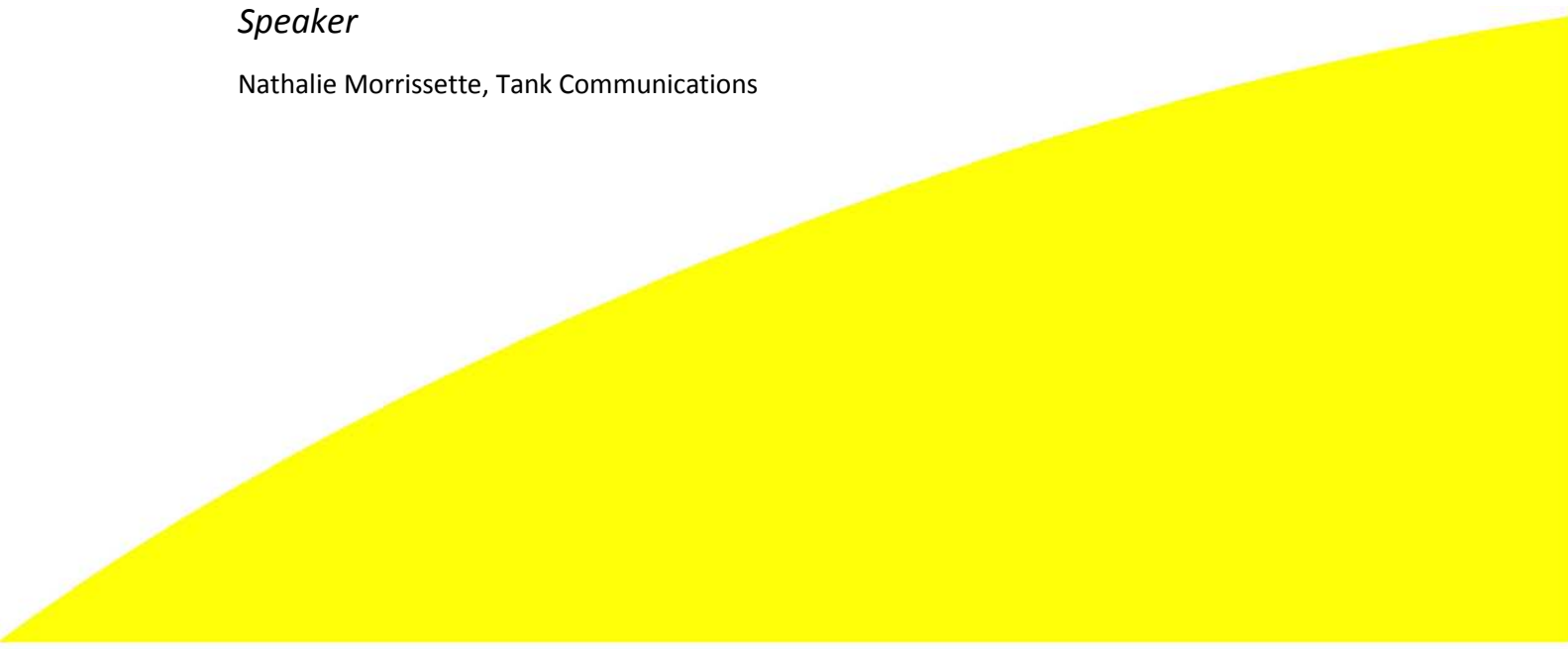
This practical workshop will introduce beginners to the main online tools for collaborative work, and let more advanced users share their knowledge and learn how to make the most of these tools.

#### *Objectives of the Workshop*

- Define the collaborative Web and give examples of tools most commonly used.
- Discuss how these tools can have positive benefits for knowledge management, resource sharing, communication and organizing tasks.
- Share experiences, tips and insights on how to make the most of online collaboration.

#### *Speaker*

Nathalie Morrissette, Tank Communications

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## **Workshop 3 Connect**

### **Delivering PLEI to the Right Audience Using Social Media**

#### *Description*

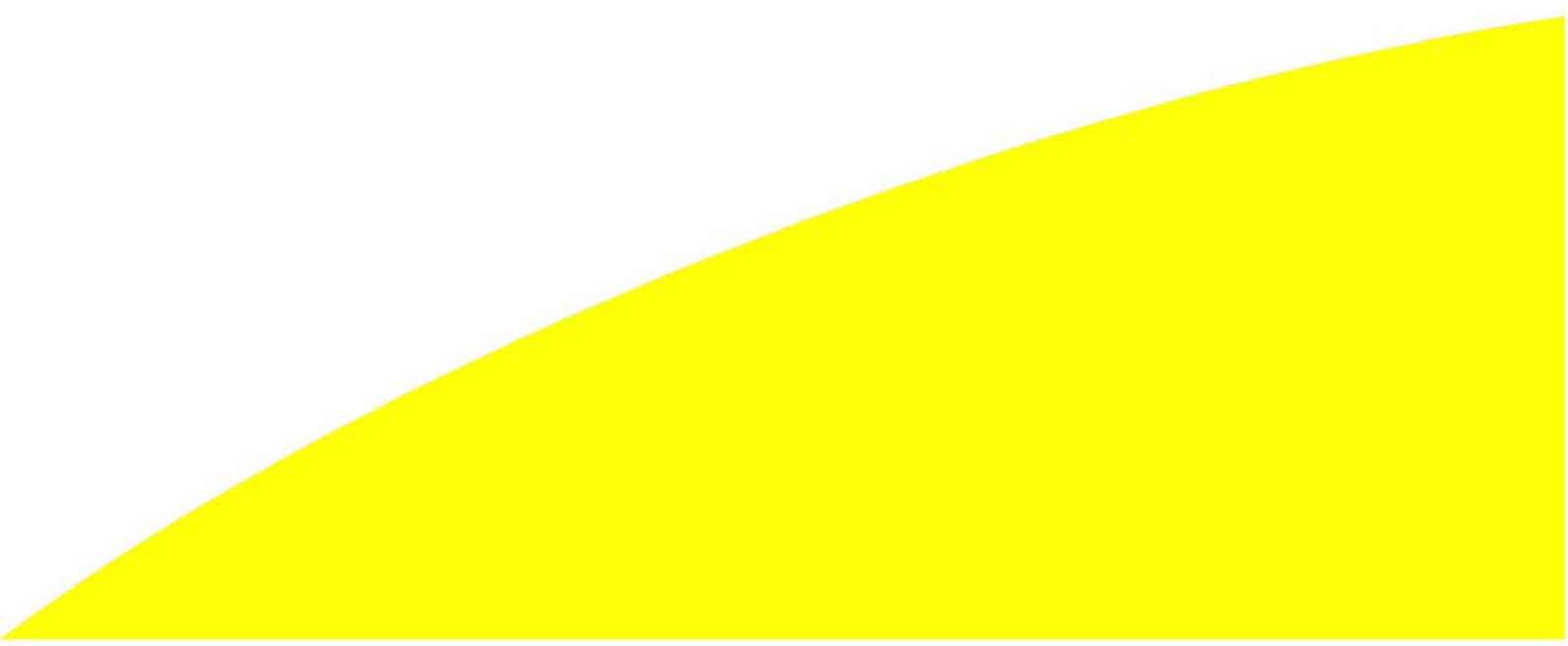
A discussion of how social media opens doors to connecting with different audiences that need public legal education and information. We'll discuss the different tools, how to match each tool to a specific segment of the public and generally how to best use them. We'll use examples taken from PLEAC members' use of social media, and give an online demonstration of the tools.

#### *Objectives of the Workshop*

- Bring participants up to speed on social media.
- Discuss how to best use social media to provide PLEI.
- Discuss best practices.

#### *Speaker*

Julien Smith, author and blogger





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## **Show and Tell**

### **What Do You Do Best: Create? Collaborate? Connect?**

Show off a project of which you are particularly proud, one that allowed you to shine in one of these three areas. Show and Tell is the perfect time to blow your own horn... and take a peek at what's going on in other organizations.

Submit your project to Hubert David ([hubert@educaloi.qc.ca](mailto:hubert@educaloi.qc.ca)) before October 6. Submissions should be one page and include the following: theme (create, collaborate or connect), project name, description, why you are proud and lessons learned. Please also indicate who will be presenting.

The organizing committee will make sure that all three themes are well represented.

Presentations will be done exhibition booth-style. Internet connections can't be provided.