

Sheila Kitz

From: Maurice Fritze <mygoals@shaw.ca>
Sent: February-09-12 10:39 AM
To: Sheila Kitz
Subject: Only 20 days left to register

**How do you lobby during an election?
What advantages does an election give to those asking for government programs?**

Register today for Canada's only seminar on Lobbying.

Three things every lobbyist needs to know:

- 1 How government makes decisions
- 2 What arguments are effective
- 3 Who to lobby

Who should take this course?

Mayors, councilors, aldermen, managers, CAOs, economic development officers, municipal leaders and administrators – anyone who talks to the provincial government as part of their job description.

If you're talking to government, you are lobbying. Through organized promotion of a particular viewpoint, you can effect legislative change, fine-tune regulatory regimes, and craft new laws. Designed for non-profits, business, labor and industry, you learn the what, who, how, why and when of lobbying. In addition, the eight determinants of success and three critical mistakes are



Lobby Government Effectively
February 29th, 2012
PRDV-0855-OP72
MacEwan University School of Business

Call 780-497-5000 to Register.

Take me to the website – click below:

<http://www.business.macewan.ca/outreach/Search/DetailsPage.cfm?ID=403>

What did you like about this course?

- Experience of presenter
- Opened my eyes to lobbying – how it can be done and its effects
- Willingness to address individual questions and discussion
- Very practical, very focused
- Gave good “tips” on how to improve presentations, widened my perspective on how to “lobby” on an issue
- Very well structured and efficient day
- Informative
- Good summary and organization of existing knowledge. Got some value – added ideas

Explain how this seminar will assist your job performance.

- More awareness of how provincial government works
- As a town councillor, I will be more prepared to lobby or know where resources are available

presented. Current and past local lobbying activities are reviewed, and you will have the opportunity to work on your own lobbying ideas in this workshop/seminar. Focus is on the Alberta government.

- This is a key function of our organization. Will use learning immediately
- Will impact relations between government and Edmonton's Muslim community
- Mayor of City of Leduc: Will assist in my meetings with other levels of government

Presenter: Maurice Fritze

Maurice has been a communications professional for over 20 years consulting with boards of Directors of over 25 diverse organizations. As a lobbyist, he has researched and created strategies to drive legislative and/or regulatory change. He has also organized and led grass-roots lobbying campaigns for political action committees and community groups, targeting elected and senior government officials up to the Premier level. Maurice is the recipient of the 1992 Governor General's Commemorative Medal, and has been recognized by the Alberta Justice Minister for over 100 mediations at Provincial Court. Maurice is a dynamic presenter and is well respected for his strategic thinking, insight, patience, diplomacy and exceptional interpersonal skills in navigating sensitive situations.

My overall rating of the instructor.

The instructor's preparedness.

78% of participants said Maurice exceeded expectations on both ratings.

Recent course participants included a mayor, city councilors, economic development officers, health care advocates, lawyers, town manager, association executives, sports advocates, community leaders, construction executives and school trustees.

Call MacEwan's School of Business

**Toll Free:
1-888-497-4622**

Over 12 people from one organization? MacEwan can deliver this seminar at your place of business. Call the Registrar for more information.

REGISTER TODAY!
Seminar runs February 29th, 2012
Excellent value: \$345 pp