

IABC London - Professional Development Events

Event Date	Event Time	Location
Year 2016-2017		
September 20, 2016	17:30	Innovation Works
October 28, 2016	7:30-9am	Aroma Restaurant
Nov 25, 2016	07:30	Western Continuing Studies
December 1, 2016	17:00	Fanshawe College
December 12, 2016	18:00	Ivey Spencer
January 2017	17:30	Pathways Skills Centre
February 2017	07:30	Western Continuing Studies
March 28, 2017	18:00-20:00	TapRoot, at the Root Cellar
April 20, 2017	17:30	Pathways Skill Development

Event Topic

Why Innovation Matters

When PR Gets Frightening: Crisis Communication

Black Friday Special - Trends and Technologies in Communication with Carmi Levy - All

Gift of Communication

The Merriest Monday Ever - IABC London's Holiday Social

The anatomy of a healthcare marketing campaign: SickKids "VS."

The best of "The Best of the Best" - Perfecting Your Communications Plan and Virtuoso

IABC HEARTS STUDENTS - a crash course in connecting with your community

The Gold Standard for Crisis Communication

Speaker(s)	Attendance breakdown	Financial Summary
Michelle Baldwin, Pillar Nonprofit Network	35 attendees(11 comp	31. 190.15 profit
- Constable Sandasha Bough, Corporate Communications &	64 attendees (55%	154.85 profit
Carmi Levy	39 attendees (54%	516.62 profit
n/a		
n/a	28 attendees (82%	311.14 profit
Lori Davison, SickKids FoundationPeter Ignazi and Carlos Morer	31 Members (28%), 46	328.05 profit
Laura Dockstader and Renee Sweeney, St. Joseph's Health	25 Members & students	-55.8 loss
Jeff Pastorius	11 Members (52%), 3	-34.17 loss
Linda Smith, SmithComm	11 Board (31%), 12	406.46 loss

