

**Barbara Johnson**

---

**From:** Suzanne Fournier <FournierS2@macewan.ca>  
**Sent:** Friday, May 24, 2019 8:34 AM  
**To:** ProfessionalDevelopment  
**Subject:** Upcoming MacEwan Seminar on Lobbying - June 21

**Attention: Mayors, Councilors, Reeves and Trustees, Commission and Board Members**  
**We have a new provincial government. How do you get your message out?**



**Friday, June 21, 2019, 8:30am – 4:30pm**

Lobbying has evolved into the most effective influence on government decision making. Take this seminar to enhance your skills, learn best practices and develop a competitive edge. This course thoroughly explores the step-by-step fundamentals of lobbying and provides key insights into how the process “really works.”

**Lobbying success starts here at MacEwan.**

In this one-day course you will focus on the critical four pillars of lobbying and learn:

- Who to lobby
- How to optimize your message
- Tips from the pros
- Pitfalls to avoid
- How to deal with personalities in government
- What is the role of pressure?

Bring your CAO and community leaders. Over 80 mayors, councilors and trustees have taken this seminar and rated it as an authoritative source of best practices.

*"Thank you very much Maurice for giving us more expertise in all our lobbying efforts! My two councillors and I were very impressed with what you taught us! This may become a mandatory course for all of my council."* Murray Kerik, Reeve, Lesser Slave River, October 25, 2018

*"The course was well presented, it opened your eyes as to how to lobby effectively. A lot of valuable information."* Jackie McCuaig, Parkland County, March 15, 2017

*"I attended the Lobby Government Effectively course and was very impressed with the information I received. This was a good learning opportunity that outlined lobbying processes and provided insider information. The instructor encouraged the class to discuss examples of challenges we have encountered in reaching out to government and ways to overcome them, including suggestions to prepare for future obstacles."* Laura Reschke, Executive Director, ARMCA, March 25, 2014

### **LOBBY GOVERNMENT EFFECTIVELY**

**Friday, June 21, 2019, 8:30am – 4:30pm**

**MacEwan University, School of Continuing Education, Edmonton**

Register [online](#) or by phone: 780-497-4400/1-855-797-4400 (toll-free). Information on all of our courses can be found at: [www.macewan.ca/SCE](http://www.macewan.ca/SCE).

Group training and group discounts are also an option. Call 780-497-5207 for information.

*\*You are receiving this email because, as an elected official or municipal administrator, your contact information is publicly available on the gov.ab.ca website: [http://www.municipalaffairs.alberta.ca/mc\\_municipal\\_officials\\_search.cfm](http://www.municipalaffairs.alberta.ca/mc_municipal_officials_search.cfm).*

*If you no longer wish to receive communication from the School of Continuing Education, you may unsubscribe by emailing us at [businessconed@macewan.ca](mailto:businessconed@macewan.ca).*