



CANADIAN FERTILIZER INSTITUTE
INSTITUT CANADIEN DES ENGRAIS

COMMUNICATORS CONFERENCE

Wakefield Mill
Wakefield, Quebec
October 5-7, 2010

PRELIMINARY SCHEDULE

Tuesday, October 5, 2010

9:00 am – 5:00 p.m. **MEMBER ARRIVALS**

6:00 p.m. **WELCOME RECEPTION**

Wednesday, October , 6 2010

7:30 a.m. – 8:30 a.m. **BREAKFAST**

8:30 a.m. – 12:00 noon **Public Perception of Fertilizer and Fertilizer industry
Emerging Trends Impacting Communications**
Room Banquet

12:00 noon – 1:30 p.m. **LUNCH**

1:30 p.m. - 4:45 p.m. **International Communications SWOT analysis
Best Practices**
Room Banquet

6:00 p.m. – 10:30 p.m. **DINNER**
Room: Dinning room

Thursday, October 7, 2010

7:30 a.m. – 8:30 a.m. **BREAKFAST**

8:30 a.m. – 12:00 noon **Message Mapping
Recommendations**
Room Banquet

12:00 noon – 2:00 p.m. **Working Lunch
Next Steps**

2:30 p.m. **Departures**