



2013 ANNUAL PUBLIC MEETING

TO:	Board of Directors
MEETING:	May 22, 2013
FROM:	Bill Chambers, Vice-President, Branding, Communications and Corporate Affairs
DECISION SOUGHT:	Approval of proposal A or B for the 2013 Annual Public Meeting presentation event (Wednesday, October 23, 2013)
NEXT STEPS:	Organize the 2013 APM at Glenn Gould Studio in Toronto
DATE:	Tuesday, April 23, 2013



A1. CONTEXT

- This year, CBC/Radio-Canada will organize as part of its Annual Public Meeting a public event to engage in dialogue and conversation with Canadians. The panel discussion of this year will mainly showcase CBC and Radio-Canada radio personalities.
- Holding this event in Toronto will help us further connect with the community in Canada's largest urban centre, while also potentially drawing more attendees given the city's larger population base.
- A catchy theme will be used to strike up the conversation, sparking interest and inciting the Canadian public to participate, prior to and at the APM. Canadians (on-site or online) will be able to ask questions to CBC/Radio-Canada senior management and personalities on the panel.
- Furthermore, in holding the APM, we also meet a statutory requirement.



A2. KEY DECISION ELEMENTS

- Public participation – on-site and online
 - We will focus on the three target groups identified in the Corporate Communications Public Relations Plan, i.e., young people, business people, and Canadians from various ethnocultural communities.
 - Canadians will be prompted to share their thoughts on the theme via social media prior to the public event in Toronto, and we will also urge them to participate in the APM (on-site and online).



A2. KEY DECISION ELEMENTS

■ **OPTION A (*Event runs from 12-2 p.m.*)**

Event program – October 23, 2013, **12–2 p.m.**, Glenn Gould Studio

Annual Public Meeting

- Presentation by the Chair of the Board of Directors
- Corporate overview by the President and CEO
- Financial overview by the Vice-President and Chief Financial Officer

Discussion panel

- Discussion/presentation panel – CBC/Radio-Canada on-air personalities
- Question period (on-site and online attendees)

Reception

- Small informal reception in Glenn Gould Studio lobby
- End of event: 2 p.m.



A3. KEY BENEFITS, IMPACTS AND RISKS

- Benefits **OPTION A (*Event runs from 12-2 p.m.*)**
 - Hosting a large-scale PR event in one of Canada's biggest cities will boost the Corporation's brand image by demonstrating transparency and providing Canadians with a genuine opportunity to engage in conversation with CBC/Radio-Canada personalities as well as senior management and Board members attending the Toronto event.
 - The time zone will be conducive to Canadians participating online across the country (9 a.m. in Vancouver, 1:30 p.m. in St. John's).
 - We can apply our in-house expertise and internal resources to all aspects of the APM (design, promotion, content, webcast), thus minimizing costs.
- Strategic consideration (based on time of event)
 - Lunch-time events in Toronto are less conducive to long conversations and networking. Time constraints.



A2. KEY DECISION ELEMENTS

■ **OPTION B (*Event runs from 5:30-7:30 p.m.*)**

Event program – October 23, 2013, **5:30-7:30 p.m.**, Glenn Gould Studio

Annual Public Meeting

- Presentation by the Chair of the Board of Directors
- Corporate overview by the President and CEO
- Financial overview by the Vice-President and Chief Financial Officer

Discussion panel

- Discussion/presentation panel – CBC/Radio-Canada on-air personalities
- Question period (on-site and online attendees)

Reception

- Informal reception in Glenn Gould Studio lobby
- End of event: 7:30 p.m.



A3. KEY BENEFITS, IMPACTS AND RISKS

- Benefits **OPTION B (Event runs from 5:30-7:30 p.m.)**
 - An evening event is more conducive to networking.
 - Also see benefits Option A.
- Strategic consideration (based on time of event)
 - Webcast: our statistics show that most of the Canadians watching the webcast are in Ontario and in Quebec. Between 5:30 and 7 p.m. these people will likely be on their way home.
 - Therefore, holding an event in the evening would not be conducive to a large on-line participation, live. (In Vancouver: 2:30 p.m. , in St. John's, NL, 7 p.m.)
 - In Toronto, evening events tend to draw fewer attendees on-site.

We are presently looking into CBC/Radio-Canada on-air personalities' availabilities and production schedules before recommending an Option. Depending on availability and schedule, we will be able to make a recommendation on one of the two options during the May board meeting.



A4. SUCCESS MEASURES

- Event success depends on a number of factors, including theme promotion, public engagement (on-site and online) prior to and at the event, and adherence to planning deadlines.
- We will measure webcast view rates (live and post-event) and user location (by city), along with visits to our corporate site.
- On-site participation: number of attendees and questions.
- Online participation: number and subject of questions received; social media participation and coverage.
- Media coverage analysis.
- Key Performance Indicators (KPI): local and national exposure; success in reaching target audience; brand enhancement (reach, experience for our target audience, impact or results).



A5. RESOLUTION

- That the 2013 Annual Public Meeting be held in Toronto on October 23, 2013, at a time to be fixed by the President and CEO in consultation with the Chairperson of the Board.