

# ADVOCACY AND ACCOUNTABILITY AT CITY HALL

## A CREDIBLE PLAN TO SUCCEED

### SCHEDULE

8:45 - 9:00 am	Arrival and Coffee
9:00 - 9:45 am	<b>Help Decision Makers Be Successful</b> <ul style="list-style-type: none"> <li>• The view from the other side of the table</li> <li>• Help with the heavy lifting that they can't manage</li> </ul>
9:45 - 10:00 am	<b>Objectives for the Day</b>
10:00-10:05 am	Break
10:05 - 10:50 am	<b>Getting Media Attention</b> <ul style="list-style-type: none"> <li>• When to engage with the media</li> <li>• What gets attention</li> </ul>
10:50 - 11:00 am	Break
11:00 - 11:45 am	<b>Plan for Who Engages When on What</b> <ul style="list-style-type: none"> <li>• Develop a credible plan that everyone can understand</li> </ul>
11:45 am - 12:15 noon	Lunch
12:15 pm - 1:00 pm	<b>Find New Alliances</b> <ul style="list-style-type: none"> <li>• Unexpected partners who can help your cause</li> </ul>
1:00 - 1:30 pm	Wrap Up



Few in the community understand **how to be effective advocates at City Hall**. Or how community groups can best **hold our local governments to account on their promises**.

This **highly-engaging in-person workshop** is for community leaders to improve their advocacy with municipal governments. The workshop is focused on the **tactics of getting results from City Hall**, in terms of both action *and* impact.

## IN THIS WORKSHOP, YOU WILL LEARN HOW TO:

- Most effectively help **decision makers** advance your priority
- Get **media attention** for your cause
- Create a **credible plan for success**
- Identify the **partners that no one thinks to ask**, who can help advance your cause

## INTENDED AUDIENCE

- **Community leaders within the environmental, housing transportation and social sectors**, engaged on issues with municipal responsibility
- **Citizen advocates and other everyday leaders** working for a better city

## WORKSHOP LEADERS

Catherine McKenney, Neil Saravanamuttoo and Joanne Chianello lead this workshop.



**Catherine McKenney**  
Executive Director, CitySHAPES

Former two-term Councillor and senior staff member at City of Ottawa



**Neil Saravanamuttoo**  
Deputy Director, CitySHAPES

Former Chief Economist of G20 Global Infrastructure Hub and executive at Finance Canada



**Joanne Chianello**  
Award winning reporter

Municipal affairs reporter formerly with the Ottawa Citizen and CBC Ottawa