

# ADVOCACY AND ACCOUNTABILITY AT CITY HALL

## HELP PEOPLE ACT WITH IMPACT

### SCHEDULE

8:45 - 9:00 am	Arrival and Coffee
9:00 - 9:45 am	<b>Frame the Issue through Telling a Story</b> <ul style="list-style-type: none"> <li>Learn how to tell an effective story that frames your issue in the best terms possible and wins over the skeptics</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>The Secret to a Memorable Committee Presentation</b> <ul style="list-style-type: none"> <li>Be the one who everyone remembers and talks about</li> </ul>
10:50 - 11:00 am	Break
11:00 - 11:45 am	<b>Effective Meetings</b> <ul style="list-style-type: none"> <li>Steer meetings to successful outcomes</li> </ul>
11:45 am - 12:00 noon	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 **helping community members to act with impact and be effective in advocating for your cause**.



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

- Present your issue through a **story that wins people over to your cause**
- Deliver **high impact presentations** to City Council Committee
- Run **successful meetings** that achieve a positive outcome

## 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 and Neil Saravanamuttoo 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