
From: Judy Pfeifer [/O=GOTRANSIT/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=JUDY PFEIFER]
Sent: 8/21/2012 1:57:00 PM
To: Dina [Graser]
Subject: RE: public meetings

Mathew, please put on the agenda.

-----Original Message-----

From: Dina Graser
Sent: Tuesday, August 21, 2012 9:56 AM
To: Judy Pfeifer
Cc: Mathew Bertin
Subject: RE: public meetings

I propose we put it on the agenda for our FH call on Monday.

Following that I would like to (a) get a rough quote from Peter; (b) have a discussion with Peter and FH about whether it makes sense for Peter's shop to lead this or for FH to lead it, or for the two of them to work together; or (c) come to a conclusion about whether we need a third party to stickhandle it. I know MASS has experience in convening both small and large-scale events (I attended one in Ottawa last year) so I have a basic comfort level with them doing the logistics, but it may make sense to have them work together and have FH do the comms aspects of it (ad copywriting and buys, media outreach, etc).

-----Original Message-----

From: Judy Pfeifer
Sent: August 21, 2012 9:51 AM
To: Dina Graser
Cc: Mathew Bertin
Subject: RE: public meetings

The intent is to make sure you, as the lead, feel entirely comfortably with how this is going to be done.

It is a huge job.

I also need to figure out how much this will cost. That is, do I need to open up a new contract or budget this to do this.

-----Original Message-----

From: Dina Graser
Sent: Tuesday, August 21, 2012 9:50 AM
To: Judy Pfeifer
Cc: Mathew Bertin
Subject: FW: public meetings

I told Melissa after yesterday's meeting that we were going to be looking to MASS to coordinate these meetings potentially under subcontract to FH. Pursuant to our conversation last week, I had approached Peter to do this and he has capability. Not sure if that was flagged with Alicia or whether you wanted me to flag it?

-----Original Message-----

From: Judy Pfeifer
Sent: August 21, 2012 9:23 AM
To: 'Alicia.Johnston@Fleishman.ca'
Cc: 'Melissa.Wheeler@Fleishman.ca'; Dina Graser; Mathew Bertin
Subject: public meetings

Alicia

As per the draft comms plan we are looking to host 12 public meetings during the first phase of the IS. And then possibly more during the 2nd phase.

This would require scoping and confirming locations, writing and placing Ads, running the actual event (this could be everything from registration to facilitator to webcasting).

I am not sure whether FH has demonstrated experience in government consultation meetings at this scale.

I would like to see the FH credentials in this area. I would also like to see whether FH has any partners that you sub contract to. And if do not have extensive credentials or sub contractors Dina will advise on possible partners.

Dina will be the point person determining who will be hired for this public engagement.

Judy

sent from judy's bb