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## Chapter News - October 24th

Posted by Danielle to [News / Nouvelles](#) on 24-10-2008

### **PuRe Elements Awards Ceremony and Network Event - Registration Open!**

I invite you to register now for the inaugural CPRS Ottawa/Gatineau **PuRe Elements Awards of Excellence ceremony and networking evening November 13<sup>th</sup> at ARC the Hotel beginning at 6 p.m.** A limited number of tickets are available, so [register now](#). Join us as we recognize outstanding achievements from the professionals who create and execute public relations projects or programs in our community.

### **Sold out PD Event on Evaluating Your Communications Program**

Thanks to many of you, our first professional development session held October 23rd was a **sold-out** event. Bernard Gauthier of Delta Media presented a very informative session on how to evaluate our communications programs. While lack of time and money and anxiety may be reasons we give for not evaluating our communications activities and programs, Bernard's presentation clearly showed that by using a logic model (a road map that provides a graphic depiction of the relationship between the main strategies of a communications program and associated goals, objectives, population(s) of interest, indicators and resources), we can, among other things, begin to demonstrate how a program's strategies contribute to the achievement of intended goals and objectives. And while evaluation can be costly, it's part of the communications process that we really can't afford not to do. A copy of Bernard's presentation is available on the [Delta Media Web](#) site.

### **Next PD Session - November 20th**

Our next PD session is set for **November 20<sup>th</sup>** at the Courtyard Restaurant, 21 George Street in the Byward Market. Join us for an enlightening session on **The Use of Social Media During the Past Election**. Confirmed speakers for this Media Panel include Kady O'Malley, social media expert and blogger about life on Parliament Hill and Nick Nanos, President of SES Research. Plus, find out what impact, if any, social media tools had on how leaders were perceived.

### **Newsletter Survey**

We are interested in your thoughts on our VOX newsletter. Please take a few minutes to complete this [survey](#). You might also receive an e-blast with a link to the survey. Please complete the survey only once. Your feedback is greatly appreciated.

Cheers,

Danielle Côté  
President  
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