



Canadian Public Relations Society

Advancing Public Relations & Communications Management

Société canadienne des relations publiques

Pour une gestion optimisée des relations publiques et des communications

Local Professional Development Cross Canada Tour

Session Overview

Topic: The Science and Practice of Social Trust and Misinformation: 7-Key Steps to building trust, combatting misinformation and changing minds.

Speaker: **Dr. Terry Flynn, APR, FCPRS, LM**
Associate Professor, Department of Communication Studies & Multimedia
Director, Master of Communications Management degree program

Locations: Nova Scotia - March 12 | Manitoba - April 7 | Regina - April 8 | Edmonton - April 15 | Northern Lights (Prince George) - April 17 | Toronto - April 29 | Atlantic (New Brunswick) - May 1 | Atlantic (Newfoundland) - May 15



Session Description

We live in a world where facts are confounded with fiction and trust in credible sources of information is constantly challenged and truth is whatever someone reads on internet and supports their predetermined beliefs.

So how can public relations professionals and communications managers combat misinformation and help to have a more positive impact on internal and external decisions that may impact their organization's overall mission.

In this interactive session, Dr. Flynn will share the results of his five-year study on influencing trust, behaviour and credibility in the information we create.

Key Learning Outcomes

By the end of this session, participants will:

- Gain a greater understanding of the growing field of behavioural insights;
- Understand what drives social trust and personal credibility;
- Learn how to measure resistance to change among their stakeholder groups;
- Understand how to combat misinformation

Key Learning Outcomes

Participants will receive a **“Certificate of Attendance”** from the McMaster Communications Management Institute.

Speaker Biography

Dr. Terry Flynn is one of Canada's leading public relations/communications management researchers. Following a 20-year professional communications consulting career, Terry joined the faculty of McMaster University after completing his Ph.D. studies at the S.I. Newhouse School of Public Communications at Syracuse University. During his consulting career, he built an international practice specializing in crisis and risk communications and public/community engagement working with such organizations as: the Town of Walkerton Ontario; the U.S. Navy Public Health Agency; NASA; the Vinyl Council of Canada and the Chemical Manufacturers' Association. He is currently a member of a number of professional and academic organizations including: the Canadian Public Relations Society – and was its elected President in 2009-2010; the Institute for Public Relations (Board of Trustees); and the Arthur W. Page Society (Board of Trustees). In 2015, Dr. Flynn was given the prestigious Philip A. Novikoff Award by the CPRS, for superior contributions to the advancement of the profession in Canada and throughout the world. In 2018, Terry was named the CPRS Diamond Jubilee “Mentor of the Year” award. An award-winning teacher, Terry's presentations entertain and engage, and provide participants with meaningful insights and lessons from the frontlines. In July 2019 he was re-appointed as the Director of the McMaster-Syracuse University Master of Communications Management degree program, a position he first held from 2004-2011.

Registration Rates

	With Lunch	Without Lunch
Registration Member Early Bird:	\$150.00	\$100.00
Registration Member:	\$165.00	\$115.00
Registration Non-Member:	\$200.00	\$150.00