



*The Straight Goods Symposium*  
**Persuading to Win 3**

June 4-5, 2010, Ottawa

with **George Lakoff**



*featuring presenters Elaine Bernard, Rob Cottingham,  
Sean Moffitt and Marc Zwelling,  
with Steven Staples and Anne McGrath*

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## Recharge your progressive batteries with George Lakoff at *The Straight Goods Symposium* **Persuading to Win 3**

featuring presenters *Elaine Bernard, Rob Cottingham, Sean Moffitt and Marc Zwelling, with Steven Staples and Anne McGrath*

On June 4-5, 2010, **George Lakoff**, whose insights into political framing helped U.S. Democrats rebound, will lead a symposium for Canadian progressive leaders and strategists called **Persuading to Win 3** at the Travelodge Ottawa Hotel & Conference Centre, in Ottawa West.



George Lakoff is the author of the best-seller books *Don't Think of an Elephant* and *Thinking Points*. He will speak and work one-on-one with symposium participants to apply his endlessly valuable expertise to your political, organizing and issues campaigns, helping you answer the key questions:



How do you win the battle for hearts and minds?

How do you convince others to embrace your values and rally to your candidates and causes?

What motivates people to come out to demonstrate with you, to contribute cash, and to vote?

What works? What persuades?

Sessions will draw on the experiences of George Lakoff and others with proven track records, who will share their best advice and insights with you and other symposium participants.



**Persuading to Win 3** is a follow-up to the sold-out *StraightGoods.ca* 2006 and 2008

Lakoff workshops. Participants said it changed how they write, think and strategize. They agreed we have to do this again:



"George Lakoff explains how the Right uses the words of the Left to win hearts and minds and votes. Anyone who believes in democracy, social justice, equity, public services, trade unionism should be at a workshop like this."

- **Emily Noble**, Past president, Canadian Federation of Teachers

"Persuading to Win was a great opportunity to meet other activists, swap strategies, share successes, learn from failures and continue the vital work of building a stronger, smarter and more connected movement. "

- **Karin Jordan**, CUPE Communications



"I really enjoyed Persuading To Win 2008 and thought it was a practical, strategic session on how to be more intentional and successful in our messaging. The clinic component, where participants had an opportunity to present real example communication challenges to George was particularly useful. I think we need to remind ourselves that there are better ways to communicate and the Lakoff event both gave us tools, and the inspiration, to do that."

- **Peter D. Birt**, Manager, Communications and Government Relations, Ontario Nurses' Association (ONA)

"Persuading to Win was a very valuable symposium for my work as a communications officer. We explored how to harness the power of words in our campaigning. Highly recommended!"

- **Cara Banks**, Communications Director, Saskatchewan Federation of Labour



"George Lakoff offers valuable insights into how progressives should define their ideas, choose the language deliberately to communicate them. If there's one communications symposium you attend this year, it definitely should be this one."

- **Mike Luff**, Coordinator of Communications and Research, National Union of Public and General Employees

On June 4 and 5, 2010, George Lakoff will be back with new, research-tested advice on winning voters and supporters in tough issues – climate change, Afghanistan, organizing unions, saving public services in the face of deficits and cutbacks. You'll get practical, real-world advice that you can use right away in your work. Pollster and *StraightGoods.ca* director Marc Zwelling will facilitate the sessions with Lakoff and other guest resources.



In addition to George Lakoff, symposium presenters include:

**Elaine Bernard**, Director of the Labor and Worklife Program at Harvard University Law School, with a keynote speech on *The Future for the Progressive Agenda*

**Rob Cottingham**, pioneering founder of the social media firm Social Signal, of Vancouver, on *Persuading Online*

**Sean Moffitt**, Founder, Agent, Wildfire Strategy & Communications Inc. on *Creating Buzz: Persuading Without Paying by Word of Mouth*

**Marc Zwelling**, President of Vector Research and founder of the Vector Poll on *20 Tested Ideas that Win*

**Steven Staples**, Rideau Institute

**Anne McGrath**, NDP Caucus Chief of Staff

For details, see the enclosed agenda. Registration is limited because the calibre of learning we deliver can't happen in a big group or conference. Reserve spaces for your organization as soon as possible. Please use the attached order form.



## The Straight Goods Symposium

# Persuading to Win 3

June 4-5, 2010, Travelodge Ottawa Hotel & Conference Centre  
 1376 Carling Avenue (Carling and Kirkwood), Ottawa, ON K1Z 7L5  
 Phone: 613-722-7600 - Toll Free: 1-800-267-4166 - Email: info@travelodgeottawa.com

### -- Agenda --

#### Friday, June 4

Registration		6.00 p.m.
Dinner		6.30 p.m.
Introduction to the process and agenda	Ish Theilheimer Publisher, Straight Goods News	7.30 p.m.
Keynote address: The Future for the Progressive Agenda	Elaine Bernard Labor and Worklife Program, Harvard University Law School	8.00 p.m.
Social		9.30-10.30 p.m.

#### Saturday, June 5

Breakfast		8.00 a.m.
The Power of Framing to Persuade: Theory and Application	George Lakoff, University of California	9.00 a.m.
Break		10.15 a.m.
<i>Concurrent sessions (half of participants in each workshop)</i>		
The Framing Clinic - Session A	George Lakoff, University of California	10.30 a.m.
Persuading Online - Session A	Rob Cottingham, Social Signal	10.30 a.m.
<i>Concurrent sessions (half of participants in each workshop)</i>		
The Framing Clinic - Session B	George Lakoff, University of California	11.30 a.m.
Persuading Online - Session B	Rob Cottingham, Social Signal	11.30 a.m.
Lunch		12.15 a.m.
Creating Buzz: Persuading Without Paying by Word of Mouth	Sean Moffitt, Founder, Agent Wildfire Strategy & Communications Inc.	1.15 p.m.
Break		2.45 p.m.
20 Tested Ideas that Win	Conference participants with Marc Zwelling, The Vector Poll™	3.00 p.m.
What have we learned... about the progressive narrative?	A discussion chaired by Steven Staples, Rideau Institute Anne McGrath, NDP Caucus Chief of Staff	4.00 p.m.
Feedback, evaluation and wrap-up	Ish Theilheimer	4.45 p.m.



## The Straight Goods Symposium

# Persuading to Win 3

### Price list\* and order form

Please reserve the following number of spaces at the symposium for me (or my organization) on June 4-5, 2010:

Qty	Item	Price	Extended
	Single Ticket (includes three meals)	\$1,000.00	
	Delegation Pack (5 delegates)	\$4,000.00	
	Dinner sponsorship	\$3,000.00	
	Break sponsorship	\$1,500.00	
	Bursary sponsorship	\$1,000.00	
	Sub-total		
	GST (5%)*		
	Total		

\*GST is additional to all prices, PST, where applicable, is included.

Contact Name: \_\_\_\_\_ email: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ Province: \_\_\_\_\_ Postal code: \_\_\_\_\_

Phone: \_\_\_\_\_

Participants' names:

\_\_\_\_\_ email: \_\_\_\_\_

\_\_\_\_\_ email: \_\_\_\_\_

\_\_\_\_\_ email: \_\_\_\_\_

\_\_\_\_\_ email: \_\_\_\_\_

\_\_\_\_\_ email: \_\_\_\_\_

Space is limited at the symposium. Please return this form by no later than **March 19, 2010** (new deadline) to Straight Goods News Inc., Box 2000, Golden Lake, ON K0J 1X0.

For information visit:

[www.straightgoods.ca/P2W3](http://www.straightgoods.ca/P2W3), phone 613-757-7777, or email: [ish@straightgoods.com](mailto:ish@straightgoods.com)