



APCO
Canada

NOV 5-8
2018



Conference Justification Toolkit

2018 Conference & Tradeshow
Conférence et salon professionnel 2018
Montréal, Quebec
Le Centre Sheraton Montréal Hôtel

Welcome

APCO Canada Conference & Tradeshow
440 Laurier Ave. West
Suite 200
Ottawa, ON
K1R 7X6

May 1, 2018

Dear Delegate,

RE: APCO Canada Conference & Tradeshow

On behalf of APCO Canada, thank you for taking this opportunity to consider attending the 2018 APCO Canada Conference & Tradeshow. Hosted in beautiful Montreal, Quebec this annual event focuses on delivering valuable education, networking and learning opportunities to foster excellence throughout the public-safety communication industry.

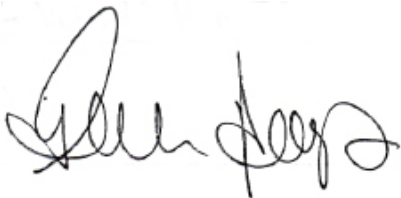
We recognize that employers and organizations have limited training and professional development budgets and have prepared this package to support your funding request to attend the event. In conjunction with the accompanying "Making the Case" letter template, we hope that you will find all of the required information within this toolkit to present your funding request to your employer or organization.

Should you have any questions or require additional detail, please do not hesitate to contact a member of our conference planning team at conference@apco.ca.

Thank you again for considering this professional development opportunity and we look forward to hosting you in Montreal, Quebec on November 5-8, 2018.

Sincerely,

Gavin Hayes

A handwritten signature in black ink, appearing to read "Gavin Hayes", written over a light grey rectangular background.

Past President & National Events Coordinator
APCO Canada

About APCO

The Association of Public-Safety Communications Officials, Canada, Inc. (APCO Canada) is a voluntary, not-for-profit association dedicated to the enhancement of public safety communications. As an organization, APCO represents the professionals who supply, install and operate Emergency Communications Systems across Canada, acting as the voice for its membership and an advocate for their critical role in keeping the public safe.

APCO derives its membership from various public safety organizations including 9-1-1, fire and emergency medical services, emergency management, disaster planning, and federal search and rescue personnel. Through the provision of call-taking and dispatching services to those in need, APCO Canada members strive to ensure that the safety of human life, the protection of property and public welfare are the top priority.

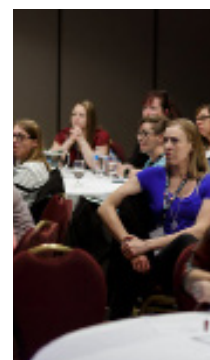
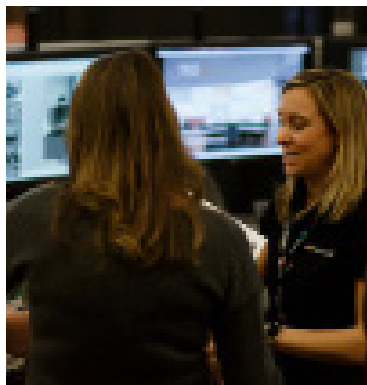
With over 500 members across the country, APCO Canada has established a valued presence in the industry as the voice of front-line professionals to their agencies, government, and to the public. In addition to playing a vital advocacy role for the industry, APCO Canada offers its members a number of valuable services, including education, training, professional recognition, career resources, industry relations and representation of member interests in government and partner organizations.



About The Conference

Since its inaugural “regional” Canadian conference in 1988, APCO Canada has delivered an annual flagship event focused on providing its membership with valuable education, networking and learning opportunities to enhance their profession. With significant emphasis placed on professional development and growth, the annual APCO Canada Conference offers a unique forum for public-safety communication officials to take in relevant and often leading-edge education to support advanced knowledge and performance in their roles.

The opportunity to network at the event fosters many intangible benefits including problem-solving, perspective building, empathy, shared learning, and best practices. Since inception, the format of the event has grown throughout the years to now include a full tradeshow, an Annual Awards Gala, Annual General Meeting, a sophisticated sponsorship program, and three full days of industry-leading educational and networking opportunities.



Keynote Speakers



OPENING KEYNOTE:

FRANÇOISE MATHIEU

Françoise is a Registered Psychotherapist and a compassion fatigue specialist. Her experience stems from over 20+ years as a mental health professional, working as crisis counsellor and trauma specialist in hospital, university counselling, military, law enforcement and other community mental health environments. Françoise is co-executive director of TEND, whose aim is to offer consulting and training to helpers on topics related to secondary trauma, compassion fatigue, burnout, self-care, wellness and organizational health.

Since 2001, Françoise has given hundreds of seminars on compassion fatigue and secondary trauma across North America to thousands of helping professionals in the fields of health care, child welfare, the criminal justice system and other similar high stress, trauma exposed professions. Françoise is an engaging and dynamic speaker and is the author of "The Compassion Fatigue Workbook" which was published by Routledge in 2012 as well as several articles and publications.



CLOSING KEYNOTE:

DANIELE SAUVAGEAU

Danièle Sauvageau's passion, instinct and leadership were instrumental in the historic win by the Canadian women's hockey team at the 2002 Winter Olympics in Salt Lake City. As general manager and coach, she transformed a fear of losing into an absolute desire for victory, a radical turnaround that enabled her players to achieve their Olympic dream. She has done undercover narcotics work for the Montreal Urban Police, busted a car full of drug dealers, and even ordered the forced entry and rescue of a double agent whose life was in jeopardy.

Attendee Profile

The APCO Canada Conference & Tradeshow brings together over 350 public-safety communication officials for three days of professional development and networking. The audience at the event is made up of the following target delegate groups:



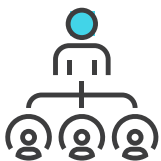
Target Delegate Group 1 - Emergency Communication Officers (ECOs):

Often referred to as the “first” of first-line responders, Emergency Communication Officers (ECOs) serve a critical link between citizens and the emergency help they may require.



Target Delegate Group 2 - Emergency Communication Technologists:

Representing the “behind-the-scenes” side of emergency communications, Technologists play a critical role in managing the vital equipment and technology used to facilitate emergency communications.



Target Delegate Group 3 - Emergency Communication Trainers:

Behind every team of professional safety communications professionals stands a team of Emergency Communication Trainers. Responsible for education and ongoing training for dispatchers and ECO teams, Trainers play a critical role in influencing quality of service, professionalism and expertise for the “first” of first responders.



Target Delegate Group 4 - Supervisors & Managers:

Leading integrated teams of ECOs, Technologists and Trainers are a specialized group of Supervisors and Managers. Responsible for high-level operations and overall management of public-safety communication centers and their staff, Supervisors and Managers play a critical role in quality assurance and service delivery.

“The experience is incredible. First of all, the people you meet are amazing and secondly, it is nice to share experiences and realize, whether big or small service or police or fire or EMS, we are all dealing with the same challenges and are not unique.”

Why Attend?

The APCO Canada Conference & Tradeshow offers delegates a unique professional development forum dedicated to excellence in their industry. We pride ourselves on developing a strong program of relevant, impactful sessions and speakers with a focus on education and professional growth.

Conference delegates can expect a world-class experience and the following benefits to take back to their colleagues, peers, employers and organizations:

Information on
evolving technologies
and service delivery

Updates on
industry standards,
governance and
legislation

Access to new
or updated training,
teaching and
certification materials

Enhanced technical
expertise and
soft skills, such
as interpersonal
communications,
leadership and
development

Opportunities
to connect and
network with peers
to exchange best
practices and
problem solve

Hands-on
exposure to new
technology and
hardware

Past Attendees

911Trainer.com
Abbotsford Police Department
Aeroflex
AGENT511
Airbus DS Communications
Ajax Fire & Emergency Services
AL MASTOOR CONTRACTING
Alberta Emergency Management Agency
Alberta Health Services
Anritsu
APBC
APCO Australasia
APCO Canada
APCO International
Argosy Communication Products Ltd
Avtec Inc
Barrie Fire & Emergency Service
Barrie Police Service
B.C.Communications
Base Camp Connect
BC Ambulance Service
Bell Canada
Bellingham Fire Dept.
Bramic Creative Business Products Ltd.
Brampton Fire & Emergency Services
British APCO
Cambridge Fire Department
Calgary Police Service
Canada Border Services Agency
Canadian Forces Military Police
Cartel Communication Systems Inc.
Central Island 911
Centre for Security Science - Gov't Of Canada
Chatham-Kent Police Service
CITIG
City Of Campbell River-Fire Department
City Of Fredericton
City of Fort St. John Fire Rescue
City Of Guelph Fire Department
City of Kamloops Fire Rescue
City Of Kitchener Fire Department
City Of Lethbridge
City Of Mississauga
City Of Saskatoon
Comprod Communications
Comtech (Communication Technologies) Ltd
Cornwall Community Police Service
County Of Simcoe
County Of Wellington
Critical Communication Solutions Inc.
CRTC
Cypress Solutions
Daniels Electronics
Dieppe Fire Department
Durham Regional Police Service
E-Comm 9-1-1
Edmonton Police Service
EJohnson Technologies
Evans Consoles
Gatineau Police Service
General Dynamics
Grande Prairie Fire Department
Greater Sudbury Police Service
Guelph Fire Department
Guelph Police Service
Ministry Of Government Services - GMCB
Halton Regional Police Service
Hamilton Police Service
Harris
iCERT
Intergraph
Intrado
Iqaluit Emergency & Protective Services
Kelowna Fire Department
Kenwood Canada
Kincardine Communications
Kingston CACC
Kingston Fire & Rescue
Kitchener Fire Department
Langford
Lethbridge PSCC
London Police Service
Manitoba Telcom Services
Motorola Solutions Canada
NENA The 911 Association
Niagara Falls Fire Department
Niagara Regional Police Service
North Bay Fire & Emergency Services
North Island 9-1-1 Corporation
Northern911
Octasic Semi Conductor
OMNI Provincial Electronics
Onstar/GM
Ontario Provincial Police
Orangeville Police Service
Ottawa Central Ambulance Comm. Centre
Ottawa Fire Services
Ottawa Paramedic Service
Ottawa Police Service
Owen Sound Police Service
Peel Regional Police
Peterborough Fire Services
Peterborough Lakefield Community Police
Police De Laval
Prince Albert Police Service
Prince George Fire Rescue
Province Of Nova Scotia
Provincial Emergency Communications Centre
Public Safety Canada
Public Safety Communications -
City Of Calgary
P-Y Safety Management
Quebec City 911 Centre
RCMP
Regina Fire & Protective Services
Sarnia Police Service & OPTIC
Saskatoon Police Service
SiriusXM Connected Vehicles
St. Albert RCMP
St. Catharine's Fire Services
Stratford Police Service
Strathcona County Emergency Services
Surrey RCMP
The City Of Red Deer - Emergency Services
Thunder Bay Police
Toronto EMS
Toronto Police Service
Town Of Halton Hills Fire
Unified Police Dept. Of Greater Salt Lake
Vaughan Fire & Rescue Services
Victoria Police Department
Ville De Gatineau
Ville De Montreal
Waterloo Regional Police Service
Windsor Fire & Rescue Services
Windsor Police Service
Woodstock Police Service
York Regional Police
Zetron, Inc.