



2009/2010 Communications Report

1. Coordination of Manitoba Region Website Updates

The main activity for 2010/11 was a revamp of the entire IPAC Website to better reflect the three areas of focus which are building networks, celebrating excellence and sharing knowledge.

More services, such as online program registration, and the ability to respond to a blog page after events are in the works. The blog posts will take the place of a quarterly newsletter.

Special thanks are extended to IPAC member Garry Hoffmann, for his previous service as Webmaster and to April Peterson who is serving as the new Webmaster for the IPAC Manitoba region.

3. Event Communications

The Communications portfolio provided communications support throughout the year to a number of regional events, including writing event notices, press announcements, preparing certificates, signage, etc. The Chair of the portfolio also sat in on program committee meetings to provide a linkage between program development and communications requirements.

4. Marketing Support for IPAC Regional

The Communications portfolio is currently working with an IPAC member who is developing a marketing plan with a goal to increase Manitoba regional memberships. Details will be reported when the final plan is presented to the IPAC Board.

5. General Communications Support

The Communications portfolio provided support to other IPAC Manitoba region portfolio which included writing and editing content and documents.

Plans are underway to develop an IPAC banner to help bring awareness about IPAC at our own events as well as other events.

Respectfully submitted:

Ingrid Hanson

IPAC Manitoba Region Board – Communications Portfolio March 2010