

Seeing & Shaping Tomorrow

1st Canadian Conference on Strategic Foresight

April 30, 5 p.m.
to May 2, 4 p.m., 2008
Delta Calgary Airport Hotel
Calgary, Alberta, Canada

\$845 + 5% GST (if applicable)
To ensure quality, space is limited

Register NOW!

Presented by Foresight Canada

In Cooperation With

- Canadian Association of the Club of Rome
- Climate Change Central
- Cognitive Edge
- Cost Action 22
- Creating Tomorrow Foundation
- European Futurists Conference Lucerne
- Finland Futures Research Centre
- Foresight Synergy Network, Ottawa
- International Futures Forum
- Strategic Capability Network
- The Alliance for Capitalizing on Change
- The Meridian International Institute
- World Future Society
- World Futures Studies Federation
- Young Environmental Professionals

Strategic Foresight is...

- **The integrated, reflexive human capacity to make grounded sense of and respond to one's time in history** – the conscious ability to see, think through and do what needs to be done now, in light of the history-altering implications of the signals of change, while there is still time to act creatively – before hidden opportunities are lost and unseen threats have become crises.
- **The cognitive work of leadership** – beyond management.
- **An emerging requirement** – if we are to sustain societal and organizational success throughout the 21st Century.
- **Different from strategic planning** – just as strategic planning is different from operational planning.

Conference Features...

- **Learn From Three Remarkable Keynote Speakers**
 - ✓ Gwynne Dyer, Canadian Author, Columnist and Commentator, London, UK – *"The Coming Decades: What Can We Expect?"*
 - ✓ Maureen O'Hara, Head, Psychology, National University, San Diego, USA – *"Exploring the PsychoSphere of the Early 21st Century"*
 - ✓ Josephine Green, Senior Director of Trends and Strategy, Philips Design, Netherlands – *"Business as Usual is NOT On"* (invited)
- **Explore the Nature and Requirements of Strategic Foresight**
 - ✓ Ruben Nelson, Executive Director, Foresight Canada
- **Identify the Critical Strategic Issues Facing Canada to 2058**
 - ✓ Using a Conversation Café Process
- **Learn the Design Features of Successful Foresight Projects**
 - ✓ Mountain Equipment Co-Op's Year-long Foresight Project
 - ✓ The Town of Canmore's *Mining the Future* Year-long Visioning Project
 - ✓ International Future Forum's Multi-Year *My Home is Falkirk* Project
- **Wrestle with the Strengths and Stresses of Working in an Internal Foresight Unit**
 - ✓ George Emery (ret.), The National Research Council of Canada, Ottawa
 - ✓ A person to be named, Government of Alberta
 - ✓ David Goode, Senior Advisor, Foresight, Ministry of Agriculture, Food and Rural Affairs, Ontario
- **Digest What You are Learning in Six Table Group Conversations**
- **Have 9½ hours over Meals, Receptions and Breaks for Networking with the other Participants**
- **Learn/Teach in Poster Sessions**
- **Contribute to the definition of the Canadian network for strategic foresight and its website**

Interested?

- **Register today, using the attached form.**
- **Email** foresightcanada@telus.net
- Join the conversation on the Conference Yahoo Group <http://groups.yahoo.com/group/foresightcanadadiscussion/>

Seeing and Shaping Tomorrow

1st Canadian Conference on Strategic Foresight

The Promise of This Event

- **Increase** your understanding of strategic foresight – what it is, isn't, why do it and what it will do for you.
- **Increase** your capacity to practice strategic foresight – new methods and insights.
- **Stretch** your mind; freshen your imagination.
- **Each participant** will become a Charter member of the Canadian network for strategic foresight.

Conference Objectives

- **Attract and delight** the best and most creative minds in the field of strategic foresight.
- **Design and deliver** an exceptional learning experience – participatory, edgy, grounded and relevant.
- **Enable** Canadians interested in strategic foresight to meet, share, and engage with today's best futures researchers and foresight practitioners.
- **Combine** professional, personal and community development.

Strategic Intentions which the Conference Serves

- **Identify and engage** persons and organizations from every sector and region of Canada who want to see and shape the future, rather than be victims of history; those who have an interest in strategic foresight, whether as buyers, users, practitioners, teachers or students.
- **Nurture** an effective Canadian community of interest among such persons and organizations.
- **Encourage and enable** such persons and organizations to practice strategic foresight at a high professional level.

Size, Surplus and Meals

- In order to ensure a quality experience, the conference will be limited to 150 persons.
- Any surplus funds will be dedicated to developing the Canadian network for strategic foresight and its website.
- All receptions, meals and breaks during the conference are included in the conference fee.
- Please use the Registration Form to let us know of any special dietary requirements.

Hotel Accommodation

- **You are responsible for making your own hotel reservations. Call Delta Calgary Airport Hotel and quote code "RCRN4." \$172 single/double, plus taxes. Call 403-291-2600, ex. 6347. Or email Ainsley Woodward awoodward@deltahotels.com Rate guaranteed to March 28, 2008.**

Pre-Conference Workshops

- **Two workshops** are offered prior to the conference.
- **Special rates** for those who are also coming to the conference. Workshops are also open to persons who do not come to the conference.
- **April 28-30, Strategic Foresight 101** – a substantial introduction and overview.
 - ✓ Facilitated by Ruben Nelson and Wilson Winnitoy.
- **April 30, Complexity and Systems Thinking 101** – a substantial introduction and overview.
 - ✓ Facilitated by Brian Woodward.
- Details are set out in separate files. Available from Miriam – foresightcanada@telus.net and on the network Yahoo Group site.

Platinum Sponsors

- **EnCana Corporation**
- **Nexen INC.**
- **Suncor Energy**
- These organizations have made the conference and the Canadian network possible. We are grateful for their support.

Foresight Canada

- A not-for-profit Canadian corporation wholly devoted to strategic foresight – nurturing it, practicing it and researching the critical strategic issues of our time.
- All Foresight Canada professionals volunteer their time to the conference and the Canadian network.
- www.foresightcanada.ca will be up in March 2008.

Who the Conference is For

- Persons who are responsible for buying, using, practicing, providing, teaching or learning any aspect of futures research and strategic foresight.
- Persons who suspect that something other than more and better strategic planning is required in order to see, grasp and cope with societal change.

For More Information...

- **Miriam Nelson**, Administrator, voice 403-590-9505, fax 403-590-9419, email foresightcanada@telus.net
- **Ruben Nelson**, Executive Director, voice 888-673-3537, fax 403-673-2114, email rubennelson@shaw.ca
- **Dave Chaplin**, Assoc. Executive Director & Treasurer, voice 403-852-3700, email fdchaplin@shaw.ca
- **Bob Gardiner**, Assoc. Executive Director, voice 403-807-1213, email bob.gardiner@eleadership.ca
- **David Harries**, Assoc. Executive Director, voice 613-545-0363, email jdsharries@aol.com
- **Wilson Winnitoy**, Assoc. Executive Director, voice 403-949-3650, fax 403-949-3651, email wilty@telus.net
- **Brian Woodward**, Assoc. Executive Director, voice 403-777-0871, email brian.woodward@shaw.ca

Conference Program

Wednesday, April 30, 2008 – Gathering and Getting To Work

5:00 pm	Registration and Welcoming Reception Hopes and Fears for the Conference
6:15	Dinner Welcome
7:30	The Coming Decades: What Can We Expect? Dr. Gwynne Dyer, Canadian Columnist, Film Maker and Commentator
8:15	Table Group Conversations to Explore What We Heard and What We Think
8:45	Plenary Discussion
9:15	Reception continues... And so to bed...

Thursday, May 1, 2008 – Strategic Foresight

7:00 am	Networking Breakfast – some tables will be set aside for requested topics General Networking Training Needs – What I/We Need to Learn By Sector Other Requested Topics
8:30	Setting Up the Day
8:45	1st Session: Just What is Strategic Foresight? Strategic Foresight: Its Emergence, Character and Requirements Ruben Nelson, Executive Director, Foresight Canada Table Conversations to Explore What We Heard and What We Think
9:30	Networking Break
10:00	Plenary Discussion
10:30	Networking Break
11:30	Lunch
12:40	Exploring the PsychoSphere of the Early 21st Century Dr. Maureen O'Hara, Chair, Department of Psychology, National University, USA
2:00 pm	2nd Session: Seeing & Exploring the Truly Strategic Issues to 2058 Conversation Café to Explore What We are Seeing, Thinking, Fearing & Hoping
3:00	Networking Break
3:30	Plenary Discussion and Voting
4:30	Networking Break
5:15	Reception
6:00	Dinner
7:15	Business as Usual is NOT On , Josephine Green, Senior Director Trends and Strategy, Phillips Design, Netherlands (invited)
8:00	Table Group Conversations to Explore What We Heard and What We Think
8:30	Plenary Discussion
9:00	Reception continues...

Friday, May 2, 2008 – Engaging in Strategic Foresight

7:00 am	Networking Breakfast – some tables will be set aside for topics as requested General Networking Canadian Network and Website Foresight Competencies By Sector Other Requested Topics
8:30	Setting Up the Day
8:45	3rd Session: Designing Foresight for Success: Front Line Experiences Mountain Equipment Co-Op Town of Canmore International Futures Forum Table Conversations to Explore What We Heard and What We Think
10:00	Break
10:30	Plenary Discussion
11:00	Break
11:45	Lunch
12:00 noon	4th Session: Strengths and Stresses of Working Internally George Emery, (ret.) The National Research Council of Canada, Ottawa Marsha Nelson, Deputy Chief, Policy Coordination, Alberta David Goode, Senior Policy Advisor, Foresight, MAFRA, Ontario Table Conversations to Explore What We Heard and What We Think
1:00 pm	Break
2:00	Plenary Discussion
2:30	Break
3:00	Plenary Discussion
3:30	Closing Reflections – Has this been a good use of your time?
4:00	Adjourn

Poster Sessions

If you are interested in hosting a poster session, please send an email to foresightcanada@telus.net
Your participation will be welcomed.

Clues for a Time fo Turmoil

1. Act in a spirit of hope. Hope, not optimism....Hope has to do with looking directly at the circumstances we are dealing with and still go on because one hopes that one can make a difference in the face of all that stands in the way of making a difference.
2. Act according to a "tentative commitment." Be willing to look at a situation carefully enough, to risk enough, to contribute enough effort, enough hope, to undertake your project...and to recognize that we might have it wrong. We may have to back off or change not only how we are doing something but whether to do it at all.
3. Be "context alert" as a moral and operational necessity.
4. Be a learner/teacher, a wary guide, and explorers in the wilderness. Be question askers all the time, not answer givers.
5. Practice compassion. Facing life requires all the compassion we can bring to ourselves and others. The blind must care for the blind.

Don Michael, 2000, JHP

Foresight Canada

"Seeing Tomorrow... Acting Today... Strategically"

Conference Registration

Seeing and Shaping the Future:

1st Canadian Conference on Strategic Foresight

_____ YES, I/We will participate in this event in Calgary, April 30 - May 2, 2008.

Name and Title

Organization

Address

City

Postal Code

Phone

E-mail

Name for Name Tag

Please use the attached sheet for additional registrations from your organization.

FEES: Our GST # 82753 5923 RT0001

___ persons @ "FC Family" Rate of \$845.00 + 5% GST (if applicable) = \$_____

Note the "FC Family" rate is extended to all persons participating in this event.

PAYMENT:

___ By cheque, enclosed; ___ By cheque, in the mail; ___ By credit card; ___ Invoice requested

CHEQUES: Mail to the address below, payable to "Foresight Canada"

VISA/MASTERCARD only: For your security, please phone, fax or mail your credit card number.

Please Do Not Send Your Visa or MC # by e-mail

VISA:___ or MC:___ Card #

Expiry date:

Name on Card:

Signature (if by fax or mail):

Dietary Requirements (if any):

SUBMIT: Please send the above information to:

Miriam Nelson, Administrator,

Foresight Canada

177 Martin Crossing Court NE, Calgary, AB, T3J 3P3

Tel. 403-590-9505; Fax 403-590-9419

E-mail : foresightcanada@telus.net

Hotel Accommodation:

You are responsible for making your own hotel reservations. Call Delta Calgary Airport Hotel and quote code "RCRN4." \$172 single/double, plus taxes. Call 403-291-2600, ex. 6347. Or email Ainsley Woodward awoodward@deltahotels.com **Rate guaranteed to March 28, 2008.**

Financial Agreements:

Prepayment or invoice required.

A \$75 fee will be charged for cancellations before April 11th, 2008. **No refunds after that date.**

Substitutions are always welcome. "No shows" will be charged the full fee.

177 Martin Crossing Court NE, Calgary, AB, Canada, T3J 3P3
+1-403-590-9505 Voice, +1-403-590-9419 Fax
foresightcanada@telus.net

Conference Registration

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1st Canadian Conference on Strategic Foresight

Additional Registrations From Our Organization

Name and Title

Organization

Address

City _____ Postal Code _____

Phone _____ E-mail _____

Name for Name Tag _____

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