imagiNATION

Exploring Canadian Citizenship in our Community

Simon Fraser University’s Undergraduate Semester in Dialogue

LEGACY PROJECT

SPRING 2008
COMMITTEE

Advertising

Planning

Before the imagination event we strategized our methods for reaching our audience. We determined that the best ways to communicate our event, were through the following avenues:

Radio Stations (via e-mail) including:

- the beat, crave
- Newspapers/online papers and events calendars
- PSA
- E-mail blast
- TV stations (Channel M, Global, CTV)
- Poster (Outsource Creative Talent)
- Media Release
- Backgrounder
- Facebook group
- Word of mouth

We then selected key deadlines for contacting the above organizations; we also established dates for when drafts of the PSA, backgrounder, and media release would be completed. We also identified key contact information for email blast, TV stations, radio stations, and print or online media. We also established a meeting time with Susan Jamieson-McLarnon, and split up the work-load between committee members.
**Execution**

We first set up the Facebook group where several weeks prior to the event people who had showed interest were sent a follow up e-mail with information about how to register. We also met with Susan Jamieson-McLarnon to discuss the posters, PSA, backgrounder, and media release content. Established working relationship with Susan to create follow up media information as we waited for information from the speakers and entertainment committees.

Drafts of the backgrounder and media release were then constructed; and the PSA was created by the “invitation’s committee”. All the written media materials were then proofread by Susan Jamieson-McLarnon and sent back with helpful comments. E-mails were then sent out to groups (ie. UBC student associations, and SFU faculty e-mail lists). Posters were then displayed around the lower mainland.

**Reflections**

There was some confusion as to the role of the advertising committee given the amount of work done by the invitation committee to contact potential guests. The inability to establish a specific audience also provided challenges in terms of determining the appropriate methods of attracting attention to our event. More clarity would have been helpful. It was also challenging to create drafts of the media release because speakers and entertainment were not finalized until very close to the event.

The posters were well received and were high quality. Choosing to use an outside graphic designer was a great move. The Facebook group also generated interest and awareness; it was inexpensive and time friendly. There was some positive feedback from media sources like CBC in terms of advertising the event, and next time more of these contacts should be approached. Susan was an excellent contact to have, as she helped us tremendously with the media creative, spreading the message and answering our questions. Despite successfully completing the media release, the advertising committee was unsure as to whether the event actually ended up warranting the media release, given the nature of imagiNATION.

**Best Practices**

Given our experience the Facebook group was an effective advertising tool. The outsourcing of the poster design allowed for a very professional poster and contributed to legitimizing our event as worth attending. Having Susan as a contact was invaluable and it is highly recommended that future groups work with a public relations professional. Our decision to divide the tasks and workload amongst committee members helped make the tasks more manageable and gave members a sense of personal accomplishment.
The decision to create a model citizenship ceremony should be made in context of your event objectives. In the case of *imagi*-Nation, we were exploring Canadian citizenship and felt it made sense to enable our guests to celebrate their commitment to their country. For those guests that aren’t Canadian, the model ceremony allows them to get a sneak preview into the real ceremony they might participate in one day. Ensure a model citizenship ceremony will enhance the goals of your event. NOTE: A model ceremony is not an official citizenship ceremony. Unless you register your event with institutions like the Institute for Canadian Citizenship, you cannot swear in new Canadians. A model ceremony is a symbolic occurrence.

Decide how long your ceremony will be and what elements you will include. Be sure to consider entertainment, music, speeches, art exercises, reflections on legal aspects, etc.

An effective model citizenship ceremony should always include the playing of the national anthem and pledging allegiance to the monarch. Most ceremonies also offer cake and coffee/tea as part of the day.

Consider the layout of your room when planning the ceremony. If you can create circular arrangements of chairs, this is better for community-building. A model citizenship ceremony should be focused on creating harmony and interaction between participants.

If you are planning to invite a guest speaker, consider someone who might best reflect your specific event. Choose someone who is connected to your community and passionate about active citizenship. It doesn’t have to be a “celebrity”, just someone who can bring people together in a positive way. Establish your budget and decide what you need to purchase for your event. Consider: cake, refreshments, flowers, flags and certificates (which can be ordered through Citizenship and Immigration Canada’s website).
Execution

Once you have determined your event line up, write a full script and be sure to time it out carefully. Do several run-throughs and use a stop watch to time segments between elements of the ceremony.

Be sure to visit and spend time in the room where you hold the ceremony prior to the event itself. It’s important to plan out how people will sit beforehand. Inquire about P.A. systems and other audio components well before the day of the event. If you can do a dress rehearsal in the room, do it!

In the days leading up to the event, finalize your entertainment, the menu, the decorations, the community-building activities and ensure your script incorporates all of your plans for the day.

On the day of the event, create a welcoming environment, make your guests feel welcome and create a feeling of community in the room by encouraging your guests to get to know each other.

* Please plan for unexpected issues or problems that may arise.

Reflections

Sometimes it is difficult to ensure your entertainment people and guest speakers understand exactly what you are doing and asking of them for the event. If at all possible, meet them beforehand, carefully go over the script together and rehearse how you will move through the room.

Music is a great way to bring harmony to a room full of strangers. If possible, consider an interactive element to your ceremony, where guests can clap along to the music, play spoons or stomp their feet in unison.

Young people and elderly people are great additions to any model citizenship ceremony. Ensure you have invited a good cross section of people to your event.

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Best Practices

- Time out your script
- Include the national anthem.
- Provide cake and refreshments.
- Include entertainment.
- Create a positive environment for guests to mix and mingle

For more tips on how to plan a citizenship ceremony, check out: http://www.icc-icc.ca/en/materials/enhandbooklight.pdf
COMMITTEE

Entertainment

Planning

The first phase of planning an entertainment program is deciding on the purpose of this component. Choices include a focal performance piece, background music to compliment mingling/socializing, or an audience participation event.

The second phase is allocating a budget. Options that are free or inexpensive include university clubs and fellow student performers. Other options are community groups and local bands, which may have a fee.

The third phase is setting an order of performers and length of performance. It is necessary to consider the equipment that will need to be set up and rearranged for each performance.

Lastly, contact each of the performers with the time and place of the event, and ask what equipment they will require. Consider providing a Green Room for performers to relax in and leave their belongings, especially if your performance features multiple acts.

Execution

Ensure that all performers arrive approximately one hour in advance. Arrange for parking and assist with loading instruments into the loading elevator if necessary. Advise the performers on the schedule.

Assign a sound person to control sound quality and levels and play music if necessary.
Reflections and Challenges

The entertainment program was placed last in the day’s events in order to provide a celebratory conclusion to the event. However, by this time the audience was restless and ready to leave.

Furthermore, the day’s schedule was displaced by day’s end, causing the first act to be asked to perform at an earlier time than expected.

Perhaps a time directly after lunch break would have been optimal because it would have acted as an energizing return to the programming and the schedule could have been set back on track during lunch.

Imagi-NATION ENTERTAINMENT PROGRAM

3:30 - 3:40 SFU Celtic Dance performance

3:40 - 3:45 set up keyboard

3:45 - 4:05 keyboardist and vocalist Julia McDougall

4:05 - 4:10 set up band instruments

4:10 - 4:30 band Jarrod Tyler and the Willing

Best Practices

• contact approximately 3 x as many performers as spaces available to compare price, availability and content of a number of acts

• confirm performers and schedule well in advance of the event date

• have a contingency plan in case the day’s schedule is altered

• thoroughly consider equipment needs and room set up

• offer a small honorarium ($50-$100) in appreciation of your performer’s time

• draw on the talents available at SFU and in the local community
COMMITTEE

Dialogue and Speakers

Planning

The first stage of the planning phase is to brainstorm questions. If you do not know your base questions it will be hard to develop an active platform. Here are some suggestions to get you started:

What are you trying to achieve?

Good questions build upon each other.

Simple, open-ended questions leave the best space for dialogue.

The key is to develop questions which do not have a yes or no answer. Moreover, these questions should facilitate deeper thinking about the issue you are trying to develop ideas.

Guest speakers are important. To gain the best result it is integral to have divergent views on the issues. It is also best to allow speakers at lest 10 minutes to “pundate” on the question or issue you assigned them. Moreover, inform the speaker that their speech is intended to create questions as well as possible answers.

Here are some suggestions when selecting guest speakers:

- Have a clear audience in mind
- Keep ratios between speakers and dialogues even throughout the day (don’t lump speakers at the beginning)
- Be aware of verbose speakers (time of speech must be a consideration, we found ten minute speeches best)
- Assign each speaker individual dialogue questions
Be creative and think outside of the box when selecting possible candidates. In addition, be sure to brainstorm at least double the amount of speakers you need and prioritize them in case your first change yourself, invite the guest you think will never show up, you never know they just might.

The host and recorder responsibilities are the core of where ideas will develop. These responsibilities need to be clearly outlined so that everyone knows their role.

### More special points of interest:
- Choose a style of dialogue
- Assign roles and duties (do not exceed one person per role)
- If needed, attain volunteers for roles in advance of event
- Practice and learn these roles in advance

### Execution

Although there are times when you will want to do some physical execution of certain life forms this is just a normal part of the process. However, one must refrain from such a violent release and focus their energy on the actual execution of the project.

The host’s role is the most important within regards to extraction of ideas from the participants. The host should facilitate introductions and make guests feel comfortable. Yet more importantly the host should remember to keep on their “facilitator’s” hat! Summarize, clarify, ask questions and encourage participation. Do not dominate the dialogue or digress on details. Don’t debate. Allow disagreement.

The recorder’s role is most important within regards to collection of data. These are the people who will be a fly on the wall so to speak. They must not participate but must be actively engaged in capturing the flow and themes of dialogue.

Guest speakers will be the givers of ideas and the facilitators of critical thinking. Greet speakers and make them feel welcomed. Some speakers, especially those who are used to speaking, do have a tendency to carry on. Be conscious of time and make sure the guest speakers are too. Place a clock on the wall which faces the stage or provide the speakers with a watch. And finally, provide speakers with a detailed schedule of the event before the event. This will ease the nerves of the speaker and allow them to have an overview of how the day will develop.
Reflections and Challenges

Good questions are hard to formulate. Try as many different phrasings as possible to elucidate best responses. What’s, why’s and how’s are strong, but evoke different meanings and assumptions. These questions will really set the tone of the dialogue!

Once speakers are chosen, make sure they have a clear understanding of the event and their role. Find out exactly what guests have planned to say. Keep them focused, concise, on-track and well informed!

Most importantly, make sure participants feel welcomed and comfortable. Try to express the structure and expectations of dialogue so that they feel at ease to participate. Allowing everyone to introduce themselves at the beginning will help people participate throughout.
COMMITTEE

Logistics and Budget

**Responsibilities**

The responsibilities of logistics evolved significantly over the course of planning our event. Items, such as Audio-Visual coordination, room set-up and budget, whether by default or intention, became part of it. Other components, notably catering, but also room layout, were closely tied to logistics.

**Planning Phase**

The biggest challenge with coordinating logistics is the chicken-and-egg relationship between the event’s content (Canadian citizenship and identity) and coordinating logistics, which is further complicated by time constraints in securing an appropriate venue. Our group, in determining the event, had to decide what ‘format’ was best suited for our event – ideas included community citizenship festival, a day of dialogues, etc. We eventually moved forward with SFU Harbour Center without fully knowing the event content or audience, but had to make a decision or risk of losing the space. Therefore, ‘scouting out’ possible venues and locations was the first and most crucial part of coordinating logistics.

Logistics is inextricably tied to budget, as venue expenditures composed the largest single expenditure for our event, excluding catering costs. In addition, venue space needed to be finalized as soon as possible. We initially booked more space than we ultimately used, but were able to drop them without penalty.

It was important to ensure that there is no ambiguity on service charges. For our Group, what was most frustrating was catering’s service charge, the delivery and service charges on tables, etc. These costs cut significantly into our budget.

*While our event was a success, the most frustrating aspect was being forced to work with Out-To-Lunch Catering, especially as WAVES Coffee had offered to donate coffee, freeing up approximately $500.00 in expenses.*
Execution Phase

Immediately prior to event execution, it was helpful to have daily last-minute meetings with Brenda Tang to ensure that we were all on the same page. Ideally, on the day of the event, logistics and budget should have almost nothing to do, other than confirm that room set-up and all additional requested and rented materials were present. These items included: AV equipment, number of tables, catering tables, number of chairs, registration tables, etc.

Reflection Phase

The purpose of logistics/budget is to ensure that the event is financially viable and structurally successful. One suggestion for the future would be to amalgamate logistics with food & drink, as they are very closely related and overlap considerably.

Best Practices

Scout, solidify and finalize the venue as soon as possible. Most venues we scouted were already booked, which limited options.

Remain in constant communication with the Group regarding their logistical requirements – notably AV equipment (including what is appropriate) and indirectly, catering (timing, location, etc). Other issues include: materials from Dave (Corporate Express), etc.

Liaise with Brenda Tang as often as possible.

The budget is non-negotiable, and the actual venue should be the primary expense of the event.
COMMITTEE

Special Projects

Task

The special projects committee consisted of three members. It was formed in order to manage several initiatives purposed as a part of the imagi-NATION group project. The initiatives included:

- Canvass Expression
- Schema Globe
- Committee Outreach Table
- Mock Citizenship Test
- Speakers Corner
- Time Capsule
- Coordinate Legacy Event

Planning

The amount of members allocated to each initiative was dependent on the amount of work required.

- **Canvass Expression** - this consisted of five blank canvases. Participants were asked to respond to, “what it means to be Canadian,” through writing or a drawing. This initiative was proposed so that imagi-NATION would have an outlet for artistic expression. Furthermore it was recognized that not every distinct group in society would be able to attend dependant on their schedule and or barriers. Therefore the canvass was proactive as members went out into the community in order to capture the thoughts and perspectives of those who may have not be able to attend or been under represented at the event. These canvasses where put on display during the imagi-NATION event.

- **Schema Globe** - this was a world globe that allowed participants to plot their ancestry or place of birth. It was noted that providing participants with direction that might have acted as a barrier. For example participants were able to plot themselves as Canadian, hyphenated-Canadian, or by solely plotting a foreign country.
Committee Outreach Table- This table would have pamphlets of various organization participants could join if they wished to volunteer and become engaged with their community. Promotional Materials where chosen over having community groups set promotional booths for several reasons:

- Limited Space
- Limited Representation
- Appearance of Bias
- Various Committee groups already had personnel as event participants

Mock Citizenship Test- As a Mock Citizenship Ceremony was taking place members saw it fit to have a mock test also. Furthermore this exercise would challenge participants and allow them to gauge if they had adequate knowledge of their own country. The test was not meant to be an alternative and closely resembled the official test taken by the class several weeks prior. Participants were provided with an answer key and were asked to record their marks. The marks would be tallied and an average was going to be collated.

Speaker Corner- This was purposed as part of legacy initiative. A camera was to be set up in private to allow participants to capture their thoughts and feelings on “what it meant to be a Canadian Citizen.” The video was to be put on the imag-NATION legacy portion of Canada’s World website. A waiver consent form was also drafted for participants of the speaker’s corner.

Time Capsule- This was purposed as part of legacy initiative. Event participants were instructed to bring small pieces of art, writing, or tokens that represented Canada to them. The time capsule then would be deposited and opened at a later date.

Legacy Project- This was the creation of an After Action Report that would create an event template and document lessons learned. The intent was for future dialogue students and other groups to use the report in order to arrange further events to continue the conversation of Canadian Identity and Citizenship.
Execution

- **Canvass Expression**-
  - High School Students- Went to former school of a member.
  - First Nation Centre- Went to the center located at the University
  - Senior Citizens Centre- Met with Residents of a care home
  - The “Street”- Set up at busy pedestrian/commercial area
  - At the imagi-NATION event – left a blank canvass at the event

- **Schema Globe**- A globe was placed at the entrance to the imagi-NATION event with two members standing

- **Committee Outreach Table**- Several members contacted and met with many volunteer organizations. More significantly a member attended a community volunteer center which was very supportive in providing promotional materials. On the day of the event three large tables were placed along one end of the room. Participants were encouraged throughout the day to visit the tables.

- **Mock Citizenship Test**- The test was left at another corner of the room with an answer key. During the lunch hour guest were encouraged to complete the test.

- **Speaker Corner**- This was set up in a side room with a member monitoring the station. Guest were encouraged during the lunch break to contribute to the speakers corner.

- **Time Capsule**- Upon research it was discovered that the cheapest time capsule would cost $200. Part of the budget was subsequently set aside. The time capsule was going to be purchased after the event. Advertisements were placed on the event poster, press release, and telephone confirmation. A bin and deposit list was placed at the registration table for guest to place an item. During the lunch break the bin was moved into the event room and placed on the stage.

- **Legacy Project**- The all event committee were instructed to submit a summary of their portions leading up to and including the event
Outcomes

- **Canvass Expression**– This project went very well. Any proactive measures such as reaching out to the community is very effective in achieving results.

- **Schema Globe**– this initiative was successful. It was very easy to do, was well located within the room, and had event staff present to render assistance and offer guidance. The globe was displayed in class.

- **Committee Outreach Table**– the participants many materials. Furthermore the brochure displayed that the event had credibility as it partnered and attempted to represent as many community groups as possible. However the true success cannot be measured as members have know way of knowing how many individuals signed up to volunteer. It may be prudent to consider a feedback or the true success cannot be measured as members have know way of knowing how many individuals signed up to volunteer. It may be prudent to consider a feedback or measuring tool to gauge this.

- **Mock Citizenship Test**– Many participants were enthused and excited by the test. However less than twenty out of the hundred guest participated. Furthermore only half of these completed the test in person as the rest took the test home. The latter may be more significant as participants would share the test with friends and family. The original plan was to have the test on every table. Due to the lack of space on the table (other materials, pens, placards etc) and technical problems (only 40 copies were made) this was not possible. In hindsight this initiative would have been successful if test were placed on the table. Another consideration would be placing the test on an overhead for all participants to see. (See appendix)

- **Speaker Corner**– This was a good idea however due to location it was highly unsuccessful as less than five persons participated. This was taken into consideration during planning however it was decided that if the speakers corner was in the main room it would be too loud. In hindsight the speaker corner should have been placed in the main room with some sort of sound barrier. Best practice is to be flexible, for example if participation was low the corner should have been placed in the main room and if the room was too loud the corner could have been moved to a side room. Another effective option could be have a roaming-reporter style speakers corner where a member could have moved throughout the room interviewing guests. Again the ability to assess a initiative and being able to adjust during the event is crucial.

- **Time Capsule**– The time capsule was highly unsuccessful. Less than five people deposited an item. Fortunately an actual time capsule was not purchased. Best advice is to not purchase a time capsule until after the event in order to gauge the size requirements or if one is actually worth purchasing.

- **Legacy Project**– You are reading it!
COMMITTEE

Invitations and Registration

**Before You Start**

As members of the invitation and registration committee, your role in organizing the event will be crucial. An invitation is the *first impression* you will make on potential attendees. A well-written invitation reflects an event that is well planned and worth your time, while a poorly written invitation will find itself, and the chances of people attending your event, in the recycling bin. You will have a number of important tasks to accomplish, and ultimately it is your responsibility to ensure that a diverse and exciting group of people attend your event.

One thing that we cannot stress enough is to **start early**! Ensure that potential guests receive their invitations at least one month before the event. You can plan the best event in the world, but if people aren’t given enough notice, they may not be able to attend.

Remember, you can’t sell people on an event if you don’t even know what it’s about. It’s important to have all the details of your event predetermined before creating invitations.

**Assembling the Hottest Guest List**

In order to host the perfect event, you’ll want to determine who your target demographic is. Be sure to match your guest list with the event topic. For example, elementary school children may be a little challenged at a dialogue about income tax reform. Alternatively, it would be naïve not to invite them to a discussion about the future of public education.

At the same time however, you’ll want to **achieve a balance** of different groups and viewpoints for a constructive and interesting dialogue. You can accomplish this by being conscious of the mix of people you’re inviting, and considering who might be less likely to respond to your invitations, and consider reaching out to them further.

For finding guests to invite, you can use numerous sources. The internet is an invaluable tool for this endeavor. You may also want to refer to community organizations, government, or business directories if applicable to your topic. Don’t underestimate the importance of *personal connections*; everyone in your organization will know a few people to invite.

There may be certain individuals who need to be invited for special reasons, for example, those who have helped your organization and are interested in seeing what you’ve accomplished. Even if it’s assumed they’re coming, a personalized invitation is *great touch*!

Keep an updated list of everyone you decide to invite!
The Invitation

Below we’ve included an example you can use when designing a stunning and welcoming invitation. Here’s five tips to keep in mind when writing yours:

1.  *Keep it professional*: use fancy letterhead, and printed labels to dazzle your potential guests.

2.  *Make it visually appealing*: not too cluttered, easy on the eyes and clear to read.

3.  *Keep it short*: answer “what is it?”, “where and when is it?”, “how do I register?”, and “why should I attend?”

4.  *Ensure the information on your invitation is accurate*: proofread it. Then have three other people proofread it.

5.  *Make it your own*: bring your own styles and ideas to creating a unique invitation. It’s your event, make your invitation reflect that.

Which Kind of Invitation is Right for Your Event?

Though personal and elegant, an addressed letter invitation is costly and does not necessarily reach out to the maximum amount of people.

Here are some other kinds to consider; you may ultimately decide to use a mix:

1) **Personal Email Invitation**
   - *Plus*: Environmentally friendly (all the rage these days!) and neither labour nor time intensive
   - *Minus*: People get countless emails and may simply ignore or delete the invite

2) **Email Blasts**
   - *Plus*: Great way to reach a lot of people
   - *Minus*: Again, people pick and choose which emails they read

3) **Follow up Phone Calls**
   - *Plus*: A great follow up to personal invitations; helps make a human connection with the potential guest
   - *Minus*: Extremely time intensive

4) **Give Classroom Talks**
   - *Plus*: Great way to make connections with a large number of people
   - *Minus*: People may forget or not pay attention, can be difficult to organize
When crafting your invitation you must decide whether or not pre-registration is required in order to attend your event. If you choose it is, this fact must be clearly labeled on all event promotional material with a set deadline. While pre-registration will require a bit more work on your part, there are numerous benefits. With pre-registration you:

- will know the demographics of your guests
- can learn how attendees heard about the event
- can find out which organizations guests may be representing
- will be able to limit the number of people attending
- will have a rough idea of how many guests will be attending, and can fine tune your event dependent on this information.

Needless to say, pre-registration is highly recommended for a successful event. The registration form should be sent out with the invitation. Below you'll find a copy of a registration crafted by our invitation and registration experts, but feel free to make changes. Ask yourself: "what do you want to know about your guests?"

**HOT TIP**

As registration forms come in keep a running tally of registered guests where everyone can see. Its fun for everyone to see how many people are coming!

**The Masterlist**

As registration forms are returned, it’s highly recommended to keep a Masterlist of your attendees. This list could be kept on a computer spreadsheet program, and will allow you to keep track of who your guests are and how many of them there will be attending.
What's in a Nametag?

Nametags, in addition to making it easier for your guests to interact with each other, play a crucial role in setting the tone for the entire event. It’s really your first chance to impress your guests after they arrive. Needless to say, it’s important that they look stylish and professional. You have a number of critical choices to make when deciding what to include on your name tags. Just first names? First names in a larger font with last names in a smaller font below? Should organization or business associations be included? Something else to consider is making event host nametags unique so guests can recognize who is “in the know” should they have questions or need assistance. Remember whatever information you choose to put on the nametags needs to be collected at registration.

Nametags should be made at least one day before the event. To make them look professional consider printing them on logo paper and placing them in plastic casing. On the day of the event it is highly recommended to have a nametag table where all the pre-made nametags are laid out in alphabetical order.

Despite all your best efforts something may go wrong. Be it a misspelled name, a misplaced nametag or an unexpected guest you must be prepared! It is a good idea to have blank nametags and felts available for these reasons. It’s important that everyone gets a nametag to make your guests feel welcome. As always, feel free to put your own spin on your event’s nametags; guests will appreciate the care and originality that went into their design.

Advertising Committee Relations

Remember you can’t do it all. Work in collaboration with the Advertising Committee and clearly set some boundaries for what each committee will be responsible for. For example, you may decide that Invitations and Registration is in charge of sending out all personalized paper invitations but Advertising will be responsible for email blasts. By keeping the lines of communication open you can make everyone’s work load a little lighter and everyone’s day a little brighter!

Reaching Out

When planning your dialogue event, you may want to reach out into the community by inviting and collaborating with organizations whose goals fit with the purpose of your event. You can compile a list of potential partner organizations by using personal affiliations or community organization directories.

Be sure to send all organizations you’re interested in working with a special invitation letter informing them of the outcomes of the event, and to extend the invitation to more members of their organization. Let the organizations know the benefits of partnering with your event. We’ve included a sample invitation below. And remember: always follow up with the organizations you contact.

In your letter, you can also request pamphlets and other literature to display during the event. Your guests, inspired by your fantastic event, may choose to take action by becoming involved with a community organization. Having materials to display also can also legitimize your event and ground it in a local community context.
**It’s All Come Down to This**

On the day of the event it will be your job to check-in or register guests. You should have a clearly marked “Registration” or “Check-in” table. At this table you will have a copy of your Masterlist that will also act as an attendance record of who came. You may also want to give out event schedules at this time. Once guests are checked in it is a nice idea to have a host guide the guest over to the nametag table and then direct them into the room. Remember to show off those pearly whites be ready to answer any potential questions the guests might have. “Where’s the bathroom?” “Can my friend come?” You want to exude an air of welcoming professionalism. Most of all, relax and enjoy interacting with your guests... they’re here on your invitation after all!

**Conclusion**

As part of the Invitation and Registration Committee you will be the potential guest’s first connection with the event. It is your job to be helpful, thorough and welcoming. This committee is fun and allows you to work your creative muscles but above all else you must be organized and use your time effectively. And when you’re all done, take the time to congratulate yourself, you’ve just orchestrated the perfect invitation and registration effort for what will undoubtedly be a fantastic event!
OUR DIALOGUE METHOD

The World Café model is a conversational process, based on an innovative yet simple methodology for hosting discussions about questions that matter. These conversations link and build on each other as people move between groups, cross-pollinate ideas, and discover new insights into the questions or issues that are most important in their life, work, or community. As a process, the World Café can evoke and make visible the collective intelligence of any group, thus increasing people's capacity for effective action in pursuit of common aims.

For "imagi-NATION: Exploring Canadian Citizenship in our Community", our group decided that World Café was a convenient fit for our community dialogue sessions. The philosophy of the approach, which serves to harness the power of conversation for social value, very clearly matched up with the values of our group, serving as a natural fit for the community discussion we hosted.

The design of our event was focused on creating an open, welcoming space for a range of community members to gather, share, discover new ideas and explore challenging questions. With this design in mind, the World Café model worked really well for us, as it allowed a large and diverse group of people the opportunity to exchange ideas throughout the day, allowing participants to build on collective wisdom and challenge them to think beyond the comfort zone of their own normative social group. Although we found that each 40 minute dialogue session, of which there were three in total, could have been longer and lasted for 50 minutes, the engaging and welcoming facilitation style of the table hosts allowed the discussions to be meaningful and rich in diversity of perspectives.

THE GUIDED CONVERSATIONS

Three questions were written for the imagi-NATION dialogue sessions, with a copy provided for each facilitator. These questions gave the facilitator a starting point for each of the three dialogues. The questions should be simple and provide an opening for discussion. They should also build on one another in a logical manner, so that connections can be made between them throughout the day. Our questions were:

- What does it mean to be a Canadian?
- What does it mean to be a citizen?
- What does it mean to be a Canadian citizen?

Questions can be tailored to suit the needs and purpose of a particular forum.

For example, when talking with new Canadians or recent immigrants, questions may be tailored so that narratives and stories are encouraged. What experiences have you had that make you Canadian? Was there a specific moment you realized you were Canadian? What does Canadian citizenship mean to you?

To encourage a generation of ideas for action, questions might be asked such as: How do we want to be Canadians? How do we want to be citizens?

If interested in global citizenship, questions can be expanded in scope. What does it mean to be a Canadian at home? What does it mean to be a Canadian in the world? What does it mean to be a Canadian global citizen?

Constructing powerful questions can make a considerable difference to the direction of conversations. Questions can open minds, or they can narrow the possibilities for discussion. When constructing questions, keep in mind the purpose of your event and your audience. Finally, make sure to play around with questions, test them out, and be sure to challenge the assumptions that lie within your questions.
### Common Ground:
- Should the question be framed as “who do we want to be?”
- Does citizenship impact how we self-identify?
- Canadians as caretakers of identity
- Compassion written into Canadian government documents defines us as Canadians
- Acceptance vs. Tolerance – we accept and embrace others differences
- Canadian Politeness – friendly but fake, too busy to be real
- Suppressed pride: a big “C” on your forehead when returning home
- LIBERAL – healthcare
- Vimy Ridge – why does a war/battle define us as Canadians?
- Constantly changes
- Lack of awareness about the policies that shape who we are
- To be Canadian is a frame of mind, a way of thinking
- Irony of prejudice against US when in reality Canada is so similar, differences being more introverted and passive
- Discrimination of visible minorities; a Canadian fact of life
- Citizenship shouldn’t stop at the border

### Areas of Difference:
- Imagination of new immigrants changes who we are as Canadians, BUT, don’t people born here bring this imagination as well?
- Multi-culture vs. Multi-race
- Canada as a blank canvass: is the youth of Canada responsible for lack of culture
- Diversity and inclusiveness
- Tolerance by minority, power by majority
- Canada is a stew – misconstrued as assimilation
- When you can’t integrate, you form your own community
- Immigration leads to more globalization
- The importance of semantics
- Belief in a good reputation abroad
- Original Sins – useful concept?
- Immigrants should leave baggage behind vs. humanity is everywhere
- The sentiment behind “Where are you from?” and how it is taken
- Metropolitan areas more culturally diverse than smaller communities, importance of regional differences
- Canadian politeness is NOT warmth and openness
- Hypocrisy of opening the door to immigrants while aboriginals are neglected
**Action Ideas:**

- Bridges between different cultural communities
- Dialogues facilitated between diverse communities in Vancouver
- More progressive ideas once you return to country of origin
- What is taboo to talk about?
- Giving back to Canada: meaning comes from participating
- Citizenship test for Canadians born here
- Civic education
- Celebrate new achievements and accomplishments
- Engaging youth
- Need for recognized values
- Use of more languages (in airports, etc) to help new immigrants
- Better cultural training needed

**Emerging Themes:**

- Who are we, why ask the question?
- Preserving vs. replacing culture
- Definition by what we are not
- Importance of Semantics
- Era of cultural intelligence: cultural sensitivity training
- Canada vs. USA, Mosaic vs. Melting Pot
- Need to be ambassadors of Canada
- Nature of politeness
- Freedom, education, healthcare, hope, opportunity
- Faith in citizenship
- Blending cultures creates a distinct “Canadian” identity ie. French Canadians, Metis)
- Recognition that Canada’s cultural history was never homogenous
- Hotel Canada
- Icons and word associations with Canadian identity
  - Maple syrup
  - Beaver
  - Hockey
- White Guilt
- Global Citizenship within Canada
- Primacy of Community
- Canada as an experiment
- Democracy = better than all the rest
- Integration of immigrants; hindered by hatreds brought from elsewhere
Common Ground

- treating young people as full members of the community
- if we want people to engage, we need accountability from our leaders need for leaders to be more reflective and solution-based on a larger scale, not just community advocates
- volunteerism on a decline (at one time high value)
- people carrying out civic duties without being citizens
- taking citizenship for granted
- action side over legal definition
- declining voter turnout
- actions as habit, some things are a part of culture eg recycling
- identity informs values and values inform identity
- without country no nationality
- minority rights, universality of legal system
- non-linear process
- celebrate differences/diversity
- global citizenship
- consumerism defines us
- process of building
- feeling of being at home
- what are we defined by? living off the land (first nations) war? conflict?
- role of federal and provincial government
- trust, belonging, and involvement in institutions
- ownership and investment
- Canada grassroots, international development and US false hopes and peace corps
- “Where are you from?” is harmless but “You look Chinese therefore you are Chinese” is harmful
- constant friction between Quebec and Canada
**Action Ideas**

- engaging young people
- resources needed for allowing new immigrants to become connected with Canadians
- the power of talking
- invitation of people into your home
- change in attitude/value custom to become more hospitable
- encouraging voting
- better leadership
- participating in programs eg Katimavik
- civics classes
- non-citizens (eg temporary workers) should have the right to vote (at least municipal government)
- education on understanding historical context of Canada
- create returns on volunteer “investments” eg tax breaks

**Areas of Difference**

- need for ethnic agencies eg Mosaic, Success
- extent to which a crisis exists that can bring about change
- need for immigrants
- tensions between local and global responsibilities
- loss of identity versus loss of primacy
- connection to community or alienation from city, province etc.
- extent to which integration is good

**Emerging Themes**

- how do we get people motivated, capacity
- education starts the motivation process, comes down to familiar (parents)
- volunteerism
- responsibility as citizens to integrate immigrants
- social responsibility
- empowerment of people on micro, grassroots level
- Values, acceptance

- attitudes into actions
- thinking of others
- opportunity to make change
- apathy, impact
- participation
- passports unifying and divisive
- rhetoric à value of money, not about “collective imagination”
- local roots + global connection
DEAR Imagi-NATION,

From David Bohm’s On Dialogue

Some time ago there was an anthropologist who lived for a long while with a North American tribe, a small group of twenty to forty.

Now, from time to time the tribe met in a circle. They just talked and talked, apparently to no purpose. They made no decisions. There was no leader. And everybody could participate.

There may have been wise men or wise women who were listened to a bit more - the older ones - but everybody could talk.

The meeting went on, until it finally seemed to stop for no reason at all and the group dispersed. Yet after that, everybody seemed to know what to do, because they understood each other so well.

Then they could get together in smaller groups and do something or decide things.

There may be no pat political “answer” to the world’s problems. However, the important point is not the answer - just as in dialogue, the important point is not the particular opinions - but rather the softening up, the opening up, of the mind, and looking at all the opinions.

If we can all suspend our assumptions and look at them, then we are all in the same state of participatory consciousness.

In dialogue the whole structure of defensiveness and opinions and division can collapse.

I think the whole human race knew this for a million years, and then in five thousand years of civilization we have lost it, because our societies got too big.

But now we have to get started again, because it has become urgent that we communicate, to share our consciousness.

Dialogue contributes to the building of energy and the fruition of ideas that is crucial to the development of a dynamic Canada.

The reality today is that we are all interdependent and have to co-exist on this small planet. Therefore, the only sensible and intelligent way of resolving differences and clashes of interests, whether between individuals or nations, is through dialogue.

- The Dalai Lama

Perhaps the greatest achievement of the event is that the process of dialogue took an inclusive approach, giving diverse peoples the opportunity to be heard and to listen around a subject that is often overlooked. - James

Questioning breaks open the stagnant, hardened shells of the present, opening up options to be explored - Fran Peavy

I believe [ImagiNation] succeeded in creating a more cohesive community and a stronger emotion about Canadianism for all who attended.

Understand the differences; act on the commonalities. - Andrew Masondo, African National Congress

It was fascinating to see the range of people that came to the event and contributed, learned and listened to other viewpoints and enhanced my experience immensely. – Rizwana

Discussing Canadian citizenship and identity isn’t the exclusive domain of pundits and so-called experts. We are all Canadian. - Scott

From the Undergraduate Semester in Dialogue - Spring 08
Appendix 1-
Event Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 am - 10:00 am</td>
<td>Registration and Check-in   Concourse/Just inside Segal Centre</td>
</tr>
<tr>
<td>10:00 am - 10:10 am</td>
<td>Introduction from emcees (Matt and Natasha) Introduce topic and dialogue, set tone for day Please ask guests to draw thoughts and feelings about Canada, Citizenship, and Community on paper provided Segal Centre</td>
</tr>
<tr>
<td>10:10 am - 10:30 am</td>
<td>Opening Keynote Address – Charlie Demers Segal Centre Each participant will sit in same seat for Introduction and First dialogue, no need for transition time.</td>
</tr>
<tr>
<td>10:30 am - 10:40 am</td>
<td>Speaker #1</td>
</tr>
<tr>
<td>10:40 am - 10:45 am</td>
<td>Satirical Skit #1 on &quot;What does it mean to be Canadian?&quot;</td>
</tr>
<tr>
<td>10:45 am - 11:15 am</td>
<td>Dialogue #1 &quot;What does it mean to be Canadian?&quot;</td>
</tr>
<tr>
<td>11:15 am - 11:30 am</td>
<td>Talk Back #1 Group Dialogue</td>
</tr>
<tr>
<td>11:30 am - 11:35 am</td>
<td>Transition Time (Participants will move to second number)</td>
</tr>
<tr>
<td>11:35 am - 11:45 am</td>
<td>Speaker #2</td>
</tr>
<tr>
<td>11:45 am - 11:50 am</td>
<td>Satirical Skit #2 on &quot;What does it mean to be a citizen?&quot;</td>
</tr>
<tr>
<td>11:50 am - 12:20 pm</td>
<td>Dialogue #2 &quot; What does it mean to be a citizen?&quot;</td>
</tr>
<tr>
<td>12:20 pm - 12:35 pm</td>
<td>Talk Back #2 Group Dialogue</td>
</tr>
<tr>
<td>12:35 pm - 1:30 pm</td>
<td>Lunch Segal Centre</td>
</tr>
<tr>
<td>1:30 pm - 1:40 pm</td>
<td>Transition Time (Participants will move to third number)</td>
</tr>
<tr>
<td>1:40 pm - 1:45 pm</td>
<td>Speaker #3</td>
</tr>
<tr>
<td>1:45 pm - 2:15 pm</td>
<td>Satirical Skit #3 on &quot;What does it mean to be a Canadian citizen?&quot;</td>
</tr>
<tr>
<td>2:15 pm - 2:30 pm</td>
<td>Dialogue #3 &quot; What does it mean to be a Canadian citizen?&quot;</td>
</tr>
<tr>
<td>2:20 pm - 2:30 pm</td>
<td>Talk Back #3 Group Dialogue</td>
</tr>
<tr>
<td>2:30 pm - 3:30 pm</td>
<td>Potential Coffee and Cookie Break</td>
</tr>
<tr>
<td>3:30 pm - 4:30 pm</td>
<td>Citizenship Ceremony Segal Centre</td>
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<tr>
<td></td>
<td>Arts and Entertainment Segal Centre</td>
</tr>
</tbody>
</table>
Appendix 2 - Age Range Stats

Appendix 3 - Participant Affiliation Stats
Appendix 5 – Copy of Poster

imagi-NATION
Tuesday, March 4, 2008
SFU Harbour Centre
515 West Hastings
10:00-4:30
Doors at 9:30
T 778-782-7917
F 778-782-7892
E imagi-NATION@sfu.ca

Join us in a day of dialogue to discuss, share, and learn about different Canadian experiences and explore how these experiences shape our identities. We will have roundtable dialogues, keynote speakers, entertainment, space for artistic expression, and a reaffirmation citizenship ceremony. These sessions will serve as a means to engage Canadians in unique ways to explore Canadian citizenship.

http://www.sfu.ca/dialogue/undergrad/imagi-nation.htm
Appendix 6 – Feedback from Guest Participants

A feedback form was distributed to participants in a welcome package when they arrived at the event. This 9 question survey was completed at the end of the event by roughly 40 percent of participants, or about 42 surveys total. Overall, our participants rated the event as a 4.4 (very good) out of 5; with 1 being very poor and 5 being excellent. Unanimously, participants felt that the lunch added to the day’s dialogues.

Roughly half of survey respondents thought that speakers effectively supported the day’s dialogues. In terms of how people felt about adequate time given to each topic, about a quarter felt that yes, enough time was allotted. However, a handful of people responded that enough time was not given and that the dialogues were rushed. The answers about the relevance of making an oath to the Queen and whether it was outdated received a mix of responses. The majority liked the recommended alternative oath and agreed that a new oath was necessary. However, a handful like the current oath and wanted to keep it.

Overwhelmingly, participants responded that the dialogues/tables, the sharing of ideas and opinions were the most worthwhile parts of the day. Many also enjoyed the ability to meet and network with new people. In regards to the least worthwhile part of the event, people continued to note how much they enjoyed the day’s activities. However, a handful of people did comment about the irrelevance of the entertainment. Several others also felt the dialogues went off topic at times. For how the event could be improved there was a diversity of answers, which reflected the range of participants. Survey respondents felt that there should have been a more diverse range of speakers including First Nations and other minority individuals. Others wanted more youth to be involved, and for a greater clarity of purpose as to the days events. Finally, logistical elements such as improving the microphone quality and using flipcharts were also recommended.

Other additional comments participants provided were their enjoyment of the food, skits, the good hosts and the wish for increased dialogue although time or questions were not specified. Again people reiterated their enjoyment of the event and the quality of the discussion generated.
Appendix 7– Community Outreach Invitation

April 8, 2008
Romy Ritter
Canadian Jewish Congress – Pacific Region
Suite 801, 1166 Alberni Street
Vancouver, BC V6E 3Z3

Dear Romy Ritter,

The SFU Undergraduate Semester in Dialogue is pleased to invite you to “imagi-NATION: Exploring Canadian Citizenship in Our Community”, a public dialogue on Tuesday, March 4, 2008 at SFU Harbour Centre (515 West Hastings Street, Vancouver). This free event will run from 10:00 am – 4:30 pm. Lunch and refreshments will be provided.

Join us in a day of dialogue to discuss, share, and learn about different Canadian experiences and explore how these shape both our identities and our culture. The event will include three round table sessions, keynote speakers, a reaffirmation Canadian Citizenship Ceremony and room for entertainment and artistic expression. This will be an excellent opportunity for guests to get engaged with our local community, to learn something new and experience Canadian citizenship in exciting ways.

In addition to your own attendance, I encourage you to inform your own organization’s membership of this event as we believe it will be of significant interest to them. We would love for your organization to be represented in our event, as we feel that through its mission, your organization represents a unique aspect of Canadian identity. Your participation would enrich our event through adding your perspectives to the tapestry of experiences that make up Canadian identity. Please pass this information on to anyone who you think may be interested, as everyone is welcome.

Pre-registration is required due to limited space. Please return the attached registration form by Friday, February 22, 2008, via email (imagi-nation@sfu.ca) or fax (778.782.7892). Please feel free to contact me with any questions or concerns at your convenience.

Thank you for your time. We look forward to seeing you on Tuesday, March 4, 2008

Sincerely,

Niya Karpenko
SFU Undergraduate Semester in Dialogue