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## THE BATTLE FOR WORLD OPINION – CANADA’S OIL SANDS

A discussion with F. William (Bill) Smullen III, Senior Fellow in National Security, Director of National Security Studies, Syracuse University, former Chief of Staff to Colin Powell and retired U.S. Army Colonel.

When it comes to public policy and public diplomacy, actions trump words every time. So what you do, how you do it and why directly shapes the opinions of others about your brand, whether it’s a nation’s brand, a corporation’s brand or an industry’s brand.

Many believe that the oil sands brand is being shaped by interests outside of the industry. And if actions in the form of activism, photo journalism and public displays are any indication, the oil sands brand has shifted from “innovation” to “dirty oil.” This tagline has captured the world’s attention and is being used more frequently to define the oil sands, and by extension Canada, to the world. Has the industry, the province and the nation lost control of the message?

Hosted by the Canadian Energy Research Institute, Colonel Smullen will lead a discussion on the “Battle for World Opinion” and explore a plan of action to influence how others not only see us but whether they accept our actions as being responsible. The discussion will center on ways to understand, inform, engage and influence audiences and stakeholders so as to promote greater appreciation and understanding of one’s motives and actions.

All those attending will be eligible to enter the draw for the door prize: “**My American Journey**”, the personally autographed autobiography and biography of Colin L. Powell.

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### Monday, March 20, 2010 – Calgary Petroleum Club

<b>7:30 am</b>	<b>Registration and Hot Breakfast Buffet</b>
<b>8:15 am</b>	<b>Introductory Remarks</b> <i>Carmen Dybwad – Vice President, Business Development &amp; External Relations, Canadian Energy Research Institute</i>
<b>8:20 am</b>	<b>Presentation</b> <i>F. William (Bill) Smullen III - Senior Fellow in National Security, Director of National Security Studies, Syracuse University</i>
<b>9:00 am</b>	<b>Question &amp; Answer and Discussion</b>
<b>10:00 am</b>	Adjournment

