ADRIC Awareness Sub-Committee – 2016 Projects Brainstorming

Please populate this chart with ideas on potential campaign that will make people (the public, governments, business sector, other organizations) more aware of ADR, mediation, and arbitration and the ADR Institute of Canada's mission.

Note: We would especially like low-cost / no-cost ideas. Please do not include print advertising ideas as ADRIC is no longer utilizing this medium.

Please send your chart back to Monit Sahota (monit@adric.ca)at your earliest. Feel free to insert more rows if you have more ideas. Ideas will be summarized, and the "top 10" will be sent to the ADRIC board for final implementation decisions. We are looking to implement 2-3 campaigns per year.

Member	Idea Title	Who Target audience and others involved.	What Brief description (2-3 sentences).	When Any time sensitive info.	Where If your idea is region specific, please provide the region.	Why Any additional info on why you feel this campaign should be implemented.	Cost Provide a ballpark estimate of how much the idea will cost.
Horace King	**Free Chinese flyers/brochures at Asian supermarkets and Asian malls**	Chinese people	Flyers/brochures	On-going	Asian supermarket/malls	Over 600,000 Chinese residents in GTA, the great majority have never heard about arbitration or take arbitration for mediation.	Printing cost
Horace King	**$100 up to $500 discount cards available to Costco and Sam's club members**	**members**	**Discounts cards that credit against the retainers of arbitrators**	**On-going**	**Costco and Sam's club customer service counters**	Motivate people to adopt arbitration to resolve their disputes	**Minimum cost of card making**
Horace King	**General arbitration agreements with financial institutions (banks, insurance companies, etc.) and major business corporations such as Walmart, Costco and Canadian Tire, Lowes, real estate developers, etc. for them to include an arbitration clause in their clauses with their employees and their business contracts with their clients**	**Large corporations**	**General agreements**	**On-going**	**Head offices of large corporations**	General agreements enable large corporations to resort to arbitration in settling their disputes with clients and their employees	**No cost**

Commented [O21]: Interesting. -Monit

Commented [O22]: Getting into these stores would likely cost money but there may be something here. - Monit

Horace King	**Presentations at senior high schools so as enhance their understanding of ADR**	**High school students**	**presentations**	**On-going**	**District school boards**	**Get them used to resolving their dispute through ADR in the future**	**No cost**
MS	**Example – "Get Legal" TV segment**	General public interested in legal info.	Have an ADRIC/ADRIO member or board member appear on a local access TV program that focuses on legal info.	Airs every Tuesday at 6:00pm Eastern.	Ontario - Greater Toronto Area.	Viewers of this show may be seeking advice/gaining general knowledge, and may not be aware of ADR. Potential free word of mouth advertising for ADRIC.	Free.
MS	**Free brochures Bora Laskin Law Library (UofT)**	Potential members.	Place "Membership" brochures and "About Us" brochures at the UofT law library or on the library bulletin board.	Ongoing.	Ontario - Greater Toronto Area.		Free.
Kari Hass	"Law Days"	General public interested in options to resolve conflict (i.e., a spectrum of options)	Have an ADRIC booth/table at the event. An ADRIC member(s) would be there to answer questions; have literature available.	Scheduled once a year at the courthouse.	National (courthouses)	Reaches a wide range of people; word-of-mouth (your best advertising!)	Free
Kari Hass	"Captive Audience: Catch them before they graduate"	Students enrolled in negotiation/mediation/arbitration courses	Have an ADRIC member go in to the classes to explain what ADRIC is and the value it offers; have literature available.	Before the students graduate.	National (universities, colleges, any places offering dispute resolution courses, etc.)	Makes students (i.e., potential negotiators/mediators/ arbitrators) aware of ADRIA and then they can spread the word.	Free
Kari Hass	"Sports and Conflict: Moving Forward"	Organized sports	Letting sports associations/bo	Meet formally	National (any place large	Many cities do not have resolution services in place when it comes to	Free

Commented [O23]: I like this. Could possibly be incorporated in a highschool law / career studies lesson. - Monit

Commented [KH4]: Perhaps this could be done nationally?

Commented [O25]: I agree with Kari, but probably a decent amount of research involved in finding free, relevant shows across Canada. -Monit

Commented [KH6]: Perhaps this could be done nationally?

Commented [O27]: Agreed. - Monit

Commented [O28]: I like this. Events are across Canada in April: http://www.cba.org/For-The-Public/Law-Day
Related: Conflict Resolution Day / week
-Monit

Commented [O29]: Great! - Monit

Commented [O210]: Great! - Monit

		associations/boards (e.g., hockey, soccer, football, lacrosse, etc.) including players and parents	ards and players and parents know that ADRIC exists; have literature available.	and outline what ADRIC is and how it can play a role in resolving conflict.	enough to have sports associations/boards)	organized sports. When there is conflict there is either nowhere to go or people do not know how to access the appropriate resources; ADRIA'S existence can be spread via word-of-mouth.	
Jackie Lopez	**ADRIC App**	General Public	Have a mobile app content that can be used as reference and have specific topics as well as an events topic section where the mobile users can interact with mediators or attend information sessions etc.	Ongoing	National	Majority of users are on the phone and spend most of their time using it, for personal, business, school. A mediator in the states has an app but I think it needs to be tailored better.	Should be free and more time spent on building an app.
Jackie Lopez	**Digital Signage**	General Public	Have digital sign at locations visible to the public such as billboard spaces like highways/	Ongoing	National	Digital Signage replaces the print version of ads. You still get the same type of exposure that print ads provide	Need to inquire to provide prices. **http://www.pattisonoutdoor.com/**
Jackie Lopez	**TTC ADS & GO TRANSIT**	General Public	This could be digital or print to be displayed on the TTC subways & inside the trains & GO train. With GO	Ongoing	Ontario - GTA	Majority of people who work or live in downtown rely on the use of public transportation to get to and from work or home, etc. You gain more exposure to the general public to get the information across.	TTC uses **https://www.ttc.ca/TTC_Business/Advertising_on_TTC/index.jsp** **GO Trainsit** http://www.gotransit.com/public/en/news/mediainfo.aspx

Commented [O211]: expensive to develop and maintain and less engagement compared to a mobile website. This will just make things more fragmented. - Monit

Commented [O212]: Probably expensive and doesn't target the right eyeballs. - Monit

Commented [O213]: Probably expensive and doesn't target the right eyeballs. - Monit

			you can utilize digital signage at Union Station where a lot of people would wait for their trains including VIA Rail				
Jackie Lopez	**Booth / Vendor Setup**	General Public & professionals	Having a booth at an event targeted at the public or specific events such as a job fair	Varies - depending on the event	Ontario - GTA or surrounding areas	Having a booth at a public event allows exposure and awareness at specific events especially at job fairs where the individual will be finding employment as well as meeting with HR's who may not be familiar with mediation and ADRIC may be able to hold a mini information session during the event such as workplace conflict	http://www.thenationaljobfair.com http://www.hrleaders.ca/
Jackie Lopez	**Promotional products**	General Public	Provide promo-product giveaways for the public such as pens, magnets, the card sleeves are a big hit as you can place it behind your phone and insert cards etc. you can have the ADRIC logo and website or a slogan on conflict	Ongoing	National	Everyone loves free products especially if it is a product that the person can use	http://www.promotionalproductscanada.com/products/AZXKI-JRPJH.htm
Victoria Romero	**Talk 'till you drop**	**Approach financial institutions, top corporations, law society,**	Approach them to offer presentations/ info sessions to their members: educate how adr processes	As scheduled	In the boardrooms of these organizations	Offering education and making people aware about mediation/arbitration is 1st step. If people are not aware, how are they going to use our services?	ADRIC staff would organize the sessions- and we would need the invaluable time of our members who would be doing the actual sessions

Commented [O214]: I like the idea of job fairs. Might be a fee involved? - Monit

Commented [O215]: Cost involved. If we consider, I think its very important for the tagline to be on there. - Monit

		any regulatory bodies/professional associations	would be invaluable to their processes				

From Karen Pappin:
Hi Monit
I find it difficult to maneuver the PDF re insert and deletions so here is my effort and additions to the discussions
As I reviewed the discussions I felt that 2 themes were emerging

1. Public Awareness
2. A target that would benefit ADR membership

What I have tried to do after reading the PDF is to focus on key elements of that discussion
So I have categorized what I think is the essence of the discussions and have taken the liberty to edit as to provide concise, direct statement as in the Mission Statement
My experience has taught me to start strategically and win as much free PR as possible.
The HR Association has many tentacles representing a wide range of corporate, industry and businesses including the public sector
In my opinion it is the best bet for an "out of the gate " target.
The Media Campaign ideas submitted are venues that would be cost free

I am assuming that ADR Canada would have connections in these media and relationships already developed.
So below are my recommendations submitted respectfully:

ADR Institute Canada

Mission Statement
Initiate and implement public awareness campaign that inform and educate the benefits of ADR, mediation, negotiation and arbitration.

Objectives

1. Media Campaign

Facebook
Public television eg TVO
CBC
Local / regional Community Television Eg Eastlink

1. Target Markets

Human Resources Association , national, provincial, regional chapters
And
Develop regional rosters as appropriate

1. Speakers Bureau

National, provincial, regional roster

Let me know what you think
KP