

2016 Tansley Lecture



PUBLIC POLICY AND THE ART OF PERSUASION

Presented by: David Herle, Principal at the Gandalf Group



David Herle will discuss the relationship between public opinion and public policy, and the role that government can, but does not always, play in shaping public opinion. Herle will compare fiscal policy in the 1990's, when governments persuaded Canadians that deficits needed to be conquered, and now when public opinion is taking government finances in the opposite direction.

David Herle is one of Canada's most sought after public affairs and corporate strategists, having helped CEOs manage crises, union leaders shape their public appeals and directing winning campaigns for both prime ministers and premiers. David's strategic and political acumen can be seen on CBC's The National, where he

provides biweekly commentary on "The Insiders" panel. A Saskatchewan native, David earned his Bachelor of Arts at the University of Regina and was called to the Bar in Ontario after receiving his LLB from the University of Saskatchewan.

Tickets and Registration:

Corporate/Group table: \$450.00 +GST Individual: \$55.00 + GST Student: \$30.00 + GST Thursday, April 14, 2016

Convention Hall, Conexus Arts Centre, 200A Lakeshore Drive Regina, SK Cocktails: 5:00 pm Dinner: 6:00 pm Keynote: 7:00 pm

In purchasing corporate/group table, you will receive four seats at a table of eight. The remaining four seats will be subsidized tickets for JSGS students. Registration accepted online only.

Join us during the cocktail hour to view submissions for the 2016 Poicy Research Competition. Winners will be announced following the keynote address. Details on the competition and last year's submission can be found on the JSGS website. Follow us on Twitter at #2016Tansley.

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REGISTER ONLINE BEFORE APRIL 7TH AT WWW.SCHOOLOFPUBLICPOLICY.SK.CA