

Languages Canada Holds Successful 2009 Conference and Annual General Meeting

Media Release: February 27, 2009

“The Experience of Excellence – Taking Languages Canada to the World” was the theme of the 2009 Languages Canada conference which took place February 9-10, 2009 in Calgary, Alberta. This was the first annual event since Languages Canada was created in March 2008 through the amalgamation of its predecessors the Canada Language Council (CLC) and the Canadian Association of Private Language Schools (CAPLS). This past year, the Languages Canada Board of Directors and staff were extremely active in the establishment of the new association and setting the groundwork for the next several years.

The Conference/AGM and Professional Development Committee was very pleased to have two well-known speakers; the keynote speaker, Dr. Jim Barnes who offered his expertise on *Developing a Customer Strategy Approach*, and Stuart Ellis-Myers gave the 138 attendees his take on *Recession-Proof Enrolments*. The professional development component of the conference was supported with expertise from a wide range of presenters (in French and English) and focused on four streams: marketing & promotion; leadership; school experience and technology.

The two day event gave an opportunity for Languages Canada members and special invitees to meet and discuss common issues and express concerns or opportunities for the Canadian language training industry. Some of the discussions covered were Immigration, National and International Development, Public and Private Sectors Programs, Quality Assurance, Advocacy and Affiliations and many more. At the same time, the Calgary conference was an excellent opportunity to present the new Languages Canada staff: Johanne Lacombe (Executive Director) and Magali St-Amand (Accreditation Services Manager).



Photo credit: Amy Baker, Language Travel Magazine

A new slate of directors was presented and approved at the Annual General Meeting. The Board of Directors for 2009-2010 is comprised of 16 individuals from the Private and Public sectors and represents French and English programs.

Languages Canada – Board of Directors 2009

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With the 2009 Annual Conference being a success, the conference committee is already working on the 2010 edition. The Languages Canada Board of Directors and staff are looking forward to the 2010 event and in working with members and stakeholders to ensure Languages Canada is the voice of the language training sector in Canada and internationally.

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