

Subject: Re: brainstorming from Heyman's speech
Date: Thursday, October 18, 2018 at 11:18:27 AM Pacific Daylight Time
From: Hardin, Karl GCPE:EX
To: Ferguson, Stephanie GCPE:EX, Ward, Allieren GCPE:EX

I'd say BC Gov't post on this one.

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Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement
Cell: (778) 584 1251

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Thursday, October 18, 2018 at 10:11 AM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>, Allieren Ward <Allieren.Ward@gov.bc.ca>
Subject: Re: brainstorming from Heyman's speech

All three quotes are great, but I especially love the third quote about hope. Let's prioritize that one, with a photo that has the sun coming over the horizon, if it's not too over the top.

The change for the better quote is really good too, but perhaps a little long? It could be some nice post copy if so.

Karl do you want an original BC Gov post for this graphic, or would it be better to share the Minister's post to amplify it?

Stephanie

--

Stephanie Ferguson
Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: Karl Hardin <Karl.Hardin@gov.bc.ca>
Date: Thursday, October 18, 2018 at 10:00 AM
To: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Subject: FW: brainstorming from Heyman's speech

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Karl Hardin
Executive Director | Digital Communications
Government Communications and Public Engagement

From: "Kouri, Rosa GCPE:EX" <Rosa.Kouri@gov.bc.ca>
Date: Thursday, October 18, 2018 at 9:49 AM
To: "Hardin, Karl GCPE:EX" <Karl.Hardin@gov.bc.ca>
Subject: RE: brainstorming from Heyman's speech

Here is the transcript – highlighted sections are what I turned into the below quotes.

From: Kouri, Rosa GCPE:EX
Sent: Wednesday, October 17, 2018 5:08 PM
To: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: brainstorming from Heyman's speech

Not sure if the tone of the narration should be more heartfelt or objective, but here are some sections I paraphrased from Heyman's speech. Each could anchor a short video as a quote to be highlighted, and would take the content in a different direction.

Preliminary lines:

- World scientists just declared a state of emergency. Their message is clear: the global economy must quickly transform to cleaner sources of energy.

Potential quotes from Heyman:

Wake-up call:

- This is the kind of wake-up call that can spur us into working together to find the solutions that we need to find now, where we can take responsibility and do our part, and where we can model success for the rest of our nation and the rest of the world.

Light in the darkness

- We can't talk about cataclysms and catastrophes without showing people hope. Because if all we see is darkness, we can't fathom how to deal with it. But if we see hope, opportunity, and a place to play our part in averting catastrophe and creating better lives for our children and grandchildren, we will rise to the challenge.

Change for the better:

- From leaders of the IPCC panel, we hear that limiting temperature increase requires unprecedented changes in society. The important thing to realize — and that's what we're trying to do as we develop a climate change plan for British Columbia — is that unprecedented change is not necessarily negative. Unprecedented change offers huge opportunities for us to make our lives better, more affordable, to build better economies for British Columbia, and protect the precious ecosystems on which we depend.

Subject: Re: Money Laundering graphic
Date: Monday, October 22, 2018 at 1:05:50 PM Pacific Daylight Time
From: Ochudzawa, David GCPE:EX
To: Ferguson, Stephanie GCPE:EX, Hanuman, Heron GCPE:EX
Attachments: image001.jpg



David Ochudzawa

Visual Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-208-2071

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Monday, October 22, 2018 at 11:49 AM
To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Subject: Re: Money Laundering graphic

Another alternate phrase that could work:

Taking action to combat money laundering

From: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Date: Monday, October 22, 2018 at 11:48 AM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>, "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>

Subject: Re: Money Laundering graphic

Works for me

From: Stephanie Ferguson <Stephanie.Ferguson@gov.bc.ca>

Date: Monday, October 22, 2018 at 11:47 AM

To: David Ochudzawa <David.Ochudzawa@gov.bc.ca>

Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>

Subject: Money Laundering graphic

Finance shop would like a graphic, but we can choose what it looks like.

What if we just updated this one, removed the word "casinos"?

<https://www.flickr.com/photos/bcgovphotos/42313012184/>

This is the release it pertains to: <https://news.gov.bc.ca/releases/2018FIN0078-002049>

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Stephanie Ferguson

Digital Communications Officer | Digital Communications

Government Communications and Public Engagement

Province of British Columbia

250-889-3745

Subject: Re: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate
Date: Wednesday, October 24, 2018 at 11:59:03 AM Pacific Daylight Time
From: Hanuman, Heron GCPE:EX
To: Ferguson, Stephanie GCPE:EX
CC: Ochudzawa, David GCPE:EX

I don't love it but I liked what David and Mat said that we should try it to see how it plays out. Let's go with it.

Heron Hanuman

Manager | Digital Communications
Government Communications and Public Engagement
Mobile: [778-584-0705](tel:778-584-0705)

On Oct 24, 2018, at 11:52, Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca> wrote:

Heron – yay or nay on sending this to the shop?

Yay or nay on the original money graphic with the words “in real estate” added as a back-up?

They're starting to say we may be past the point of needing this graphic for the announcement that went out Monday but there will be similar ones in the future, so we may as well nail this down.

From: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>
Date: Tuesday, October 23, 2018 at 4:26 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: Re: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate

Lets use this one.

David Ochudzawa

Visual Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-208-2071

From: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Date: Monday, October 22, 2018 at 2:27 PM
To: "Ochudzawa, David GCPE:EX" <David.Ochudzawa@gov.bc.ca>

Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>

Subject: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate

See Melissa's feedback below. Not sure about adding a house image, or switching the whole graphic to a house. Maybe switch the wording and call it done?

From: "Peters, Melissa GCPE:EX" <Melissa.Peters@gov.bc.ca>

Date: Monday, October 22, 2018 at 2:24 PM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Subject: Re: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate

Love the approach, but can we include "in real estate" in the text, and maybe super-impose an outline of a house?

M

Sent from my iPhone

On Oct 22, 2018, at 1:58 PM, Ferguson, Stephanie GCPE:EX <Stephanie.Ferguson@gov.bc.ca> wrote:

What do you think?

From: "Peters, Melissa GCPE:EX" <Melissa.Peters@gov.bc.ca>

Date: Monday, October 22, 2018 at 11:42 AM

To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>

Subject: RE: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate

Re: images. Got word we're good with you working on something that meets your standards, and that is more thematic and generic to money laundering. Let me know what you're thinking.

Melissa Peters
Ministry of Finance
250 356-5698

From: Ferguson, Stephanie GCPE:EX

Sent: Monday, October 22, 2018 10:43 AM

To: Peters, Melissa GCPE:EX; GCPE Digital Services

Cc: Plan, Jakelene GCPE:EX; Currie, David GCPE:EX

Subject: Re: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate

Hi Melissa,

I can continue this conversation with you.

Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Peters, Melissa GCPE:EX" <Melissa.Peters@gov.bc.ca>

Date: Monday, October 22, 2018 at 10:39 AM

To: GCPE Digital Services <GCPENEWSRM@Victoria1.gov.bc.ca>

Cc: "Plan, Jakelene GCPE:EX" <Jakelene.Plan@gov.bc.ca>, "Currie, David GCPE:EX" <David.Currie@gov.bc.ca>

Subject: Request: Graphic to support NR - Expert Panel on Money Laundering in Real Estate

Hi Digital Team,

We're hoping to you can help pull together a quick graphic to promote our new Expert Panel on Money Laundering in Real Estate (NR went out this AM). We have three members (photos attached). We're thinking one graphic with all three photos and their names below. Looking to you for best advice on how to present?

Names:

Maureen Maloney (chair)
Tsur Somerville
Brigitte Unger

Link to NR for context: <https://news.gov.bc.ca/releases/2018FIN0078-002049>

Just waiting for confirmation on 2 of the images, but I thought I'd get the ball rolling. Give me a call if that's easier.

Thank you,

Melissa Peters
Senior Public Affairs Officer
Ministry of Finance
250 356-5698
melissa.peters@gov.bc.ca

<GFX_Money Laundering.jpg>

Subject: Re: Virtual Office Hours

Date: Wednesday, October 24, 2018 at 10:54:36 AM Pacific Daylight Time

From: Hanuman, Heron GCPE:EX

To: Ferguson, Stephanie GCPE:EX

For sure. She did ask me as well. Perhaps you and Ashlea for the first one?

I'll ask her and you can reach out to Andrea to set up a date/time.

H

From: Stephanie Ferguson <Stephanie.Ferguson@gov.bc.ca>

Date: Wednesday, October 24, 2018 at 10:37 AM

To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>

Subject: Virtual Office Hours

Hey Heron,

I remember Andrea asking me at the end of my last training session if we could offer a virtual session as well. I wonder if we might do some Virtual Office Hours like this one below:

- **Ask a Corporate Calendar Expert: Virtual Office Hours** [REGISTER](#)
 - 1:30-2:30pm
 - Virtual Session – *Lync information will be sent to participants one day in advance of the workshop*
 - *Ask a Corporate Calendar Expert - Virtual Office Hours* is a way for GCPE employees to reach out and ask your questions, learn something new and discuss all things **Corporate Calendar** with the Cabinet Priorities team. Join Robyn Croft in this online discussion forum. Some learning content will be woven into the first part of this session.

People could ask us questions about digital services or get help with their content? I would be willing to try it out if someone else wanted to tag team this with me.

Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

Subject: RE: Ask a Digital Expert - Virtual Office Hours in November
Date: Thursday, October 25, 2018 at 4:21:23 PM Pacific Daylight Time
From: Kerrigan, Andrea GCPE:EX
To: Ferguson, Stephanie GCPE:EX
Attachments: image004.jpg, image005.jpg, image006.jpg, image007.jpg

Sounds good – reach out to me next week 😊 It's really easy on Skype!

Andrea Kerrigan

Strategic Talent Services and Engagement Officer
Government Communications and Public Engagement
Direct | 250.812.3564 [Email|andrea.kerrigan@gov.bc.ca](mailto:andrea.kerrigan@gov.bc.ca)



From: Ferguson, Stephanie GCPE:EX
Sent: October 25, 2018 4:18 PM
To: Kerrigan, Andrea GCPE:EX <Andrea.Kerrigan@gov.bc.ca>
Subject: Re: Ask a Digital Expert - Virtual Office Hours in November

Awesome! Actually quite looking forward to it!

I could use a run-down on how to actually facilitate this technologically speaking (via Skype?). No rush on that, I'm sure I'll pick it up quickly too. 😊

Thanks!
Stephanie

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Kerrigan, Andrea GCPE:EX" <Andrea.Kerrigan@gov.bc.ca>
Date: Thursday, October 25, 2018 at 4:10 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: Karl Hardin <Karl.Hardin@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: RE: Ask a Digital Expert - Virtual Office Hours in November

Excellent! Thank you! Booked you in 425 from 1 – 2pm on Nov 6th

Andrea Kerrigan

Strategic Talent Services and Engagement Officer
Government Communications and Public Engagement
Direct | 250.812.3564 Email | andrea.kerrigan@gov.bc.ca



From: Ferguson, Stephanie GCPE:EX
Sent: October 25, 2018 3:27 PM
To: Kerrigan, Andrea GCPE:EX <Andrea.Kerrigan@gov.bc.ca>
Cc: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>; Hanuman, Heron GCPE:EX <Heron.Hanuman@gov.bc.ca>
Subject: Re: Ask a Digital Expert - Virtual Office Hours in November

Here you go! We'll do Nov 6 and see how it goes. I've framed it as "explore some of our most engaging social media content."

For the most part I'm happy for people to come prepared with questions, but if there aren't many questions or people just want to join in and listen I'll have examples of our best stuff from the past few months queued up to look at and have a conversation about why it did (or didn't) do well.

Let me know if you need anything else.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Kerrigan, Andrea GCPE:EX" <Andrea.Kerrigan@gov.bc.ca>
Date: Thursday, October 25, 2018 at 1:54 PM
To: "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: Karl Hardin <Karl.Hardin@gov.bc.ca>, "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: RE: Ask a Digital Expert - Virtual Office Hours in November

Hi Stephanie – can you please complete the attached In-house Training Request form. It has been helping me coordinate and organize out courses.

Looking at the calendar, I have the following days and times available for an “Ask a Digital Expert - Virtual Office Hours”:

- Tuesday, November 6th in the afternoon
- Or Nov 27-30 in the afternoon

We would likely schedule for 1 hour in duration. Please let me know if you need any assistance with using Skype or Lync as a facilitator (i.e. sharing your screen).

Can I have this back at the end of the day please.

Many thanks,
Andrea

Andrea Kerrigan

Strategic Talent Services and Engagement Officer
Government Communications and Public Engagement
Direct | 250.812.3564 Email | andrea.kerrigan@gov.bc.ca



From: Hanuman, Heron GCPE:EX
Sent: October 24, 2018 10:53 AM
To: Kerrigan, Andrea GCPE:EX <Andrea.Kerrigan@gov.bc.ca>
Cc: Hardin, Karl GCPE:EX <Karl.Hardin@gov.bc.ca>
Subject: Re: Ask a Digital Expert - Virtual Office Hours in November

Hi Andrea,

Stephanie is interested in kicking off our first VO. I'll get her to connect with you directly on this.

As for Karl's part 2, I'll let him coordinate with you as well as he's best to manage his calendar.

H

From: "Kerrigan, Andrea GCPE:EX" <Andrea.Kerrigan@gov.bc.ca>
Date: Tuesday, October 23, 2018 at 3:55 PM
To: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Cc: Karl Hardin <Karl.Hardin@gov.bc.ca>
Subject: Ask a Digital Expert - Virtual Office Hours in November

Hey Heron - hope you are well!

Just following up to an email a while back regarding having November Virtual Office Hours in your department...What day and time would you prefer? - likely 1 hour in duration and preferably in the afternoons for our comms folks. If you need me to book a space for you, let me know. If you require more information about what I mean, let me know. I am at home today, but back in the office tomorrow.

Also, Karl mentioned that the content of his recent course may require another session (a part 2?)...let me know what you and Karl prefer and if we can place something in the calendar (maybe in place of the virtual office hours?) to cover that material.

Thank you,
Andrea

Andrea Kerrigan

Strategic Talent Services and Engagement Officer
Government Communications and Public Engagement
Direct | 250.812.3564 Email | andrea.kerrigan@gov.bc.ca



Subject: Re: AEST Women in Trades
Date: Tuesday, October 9, 2018 at 4:23:24 PM Pacific Daylight Time
From: Thind, Herman GCPE:EX
To: Pierson, Nova GCPE:EX, Ferguson, Stephanie GCPE:EX, Ward, Allieren GCPE:EX
CC: Hanuman, Heron GCPE:EX

I think I've shot images with all the kids in them, so we will need releases for all 30, just to be on the safe side.

Thanks!

From: "Pierson, Nova GCPE:EX" <Nova.Pierson@gov.bc.ca>
Date: Tuesday, October 9, 2018 at 4:22 PM
To: "Ferguson, Gcpe:Ex" <Stephanie.Ferguson@gov.bc.ca>, "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>, "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: RE: AEST Women in Trades

Is it the pictures with all the students, or is it pictures with just some students? Just wondering about whether we need to chase releases for all 30 girls.

Nova

From: Ferguson, Stephanie GCPE:EX
Sent: Tuesday, October 9, 2018 4:21 PM
To: Pierson, Nova GCPE:EX; Thind, Herman GCPE:EX; Ward, Allieren GCPE:EX
Cc: Hanuman, Heron GCPE:EX
Subject: Re: AEST Women in Trades

Ok, I think the most compelling photos are the ones with the students in them, so I'm going to hold the tweet for now and see if we get releases in the next couple days. The content will still be relevant then.

--

Stephanie Ferguson

Digital Communications Officer | Digital Communications
Government Communications and Public Engagement
Province of British Columbia
250-889-3745

From: "Pierson, Nova GCPE:EX" <Nova.Pierson@gov.bc.ca>
Date: Tuesday, October 9, 2018 at 4:18 PM
To: "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>, "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>, "Ferguson, Stephanie GCPE:EX" <Stephanie.Ferguson@gov.bc.ca>
Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>
Subject: RE: AEST Women in Trades

Happy to help out – I'll see what I can find out from Ian on the releases.

I spoke to Sean at the Ministry of Education last week for some guidance, as they often have events at public schools. He said students are always required to sign our releases, not just rely on the partner releases. You guys might have a better idea than me on this. In the meantime, the posts with grown ups only are OK, though, correct?

My apologies for my ignorance on this s.22

and I think in the future I would have sent the releases immediately to our partner, even before knowing if we had digital support.

From: Thind, Herman GCPE:EX

Sent: Tuesday, October 9, 2018 4:12 PM

To: Pierson, Nova GCPE:EX; Ward, Allieren GCPE:EX; Ferguson, Stephanie GCPE:EX

Cc: Hanuman, Heron GCPE:EX

Subject: Re: AEST Women in Trades

Hi Nova,

So... here's the situation with the photos. As of yet we have no Govt photo releases for any of the kids. All the union folks, the apprentice and the journeyman are okay to shoot/post. I asked the contact with the union what the deal was with releases, and he said they only got parental releases signed from the parents for their purposes (the parents signed the union's releases). Apparently our BC Govt releases were not signed or returned to them. So, we need to clarify:

1. Are we allowed to legally use their photo releases as 'ours' (does their release form give them the right to allow anyone – including us – to use the photos?)
2. If not, then when can we expect the Govt of BC parental photo releases signed for our use?

From what I understand there was no Events person on-site, so I'm assuming we're working with you guys to get the releases?

Thanks!

From: "Pierson, Nova GCPE:EX" <Nova.Pierson@gov.bc.ca>

Date: Thursday, October 4, 2018 at 8:35 AM

To: "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>, "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>

Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>

Subject: RE: AEST Women in Trades

Herman, here is some background for you for Tuesday's event. We'll also prepare some draft tweets and should have them to you tomorrow. Please let me know if you have any questions!

Best,

Nova

Contact at the event:

Ian McLeod, communications I.U.O.E. Local 115, cell 604-652-4011
GCPE photographer/videographer Herman Thind cell 250 380-8718

Getting there and parking:

From Highway 1, take Mary Hill Bypass/BC-7B to Golden Ears Way in Pitt Meadows. Continue onto Golden Ears Way. Take 128 Avenue and Dewdney Trunk Road to 256 Street in Maple Ridge. Ample on-site parking. Boots recommended due to terrain outdoors.

Notable attendees:

Brian Cochrane, business manager IUOE 115

Tradeswomen Goretti Guilbault (heavy equipment operator, IUOE Local 115 Board member) and Chelsea French (commercial transport mechanic)

Teachers/staff from School District 42 Maple Ridge & Pitt Meadows

Event description:

IUOE will host 30 female high school students at its Maple Ridge Training Site for a "Women in Trades Day." Event will include a short indoor program with speeches in one of the classrooms from the minister and two IUOE tradeswomen, followed by an introduction to equipment and trades roles on the training site grounds. Time 10 a.m. – 12 p.m., with speeches expected to take place shortly after 10 a.m.

Background:

IUOE Local 115 has 11,000 members in British Columbia who work in a number of industries, including crane and heavy equipment operation, aerial firefighting, and hydro-electric dam building and maintenance.

IUOE is a designated B.C. private training institution, and an ITA designated trainer.

What does the audience want to hear?

We need the participation of women to help fill an expected 71,000 job openings in trades in the next decade, and to contribute to a strong, sustainable and innovative economy that works for everyone.

From: Thind, Herman GCPE:EX
Sent: Wednesday, October 3, 2018 4:57 PM
To: Ward, Allieren GCPE:EX
Cc: Hanuman, Heron GCPE:EX; Pierson, Nova GCPE:EX
Subject: Re: AEST Women in Trades

Hi folks,

I'll be on-site to shoot this. I'll also bring my video gear to capture the stand-ups with a couple of the students. Nova, can we arrange for the girls to be available for the video shooting AFTER the event is over? That way I can focus on the photos for the event, capturing the video later.

Thanks.

From: "Ward, Allieren GCPE:EX" <Allieren.Ward@gov.bc.ca>
Date: Wednesday, October 3, 2018 at 4:45 PM
To: "Thind, Herman GCPE:EX" <Herman.Thind@gov.bc.ca>
Cc: "Hanuman, Heron GCPE:EX" <Heron.Hanuman@gov.bc.ca>, "Pierson, Nova GCPE:EX" <Nova.Pierson@gov.bc.ca>
Subject: AEST Women in Trades

Hi Herman,

Wondering if you have capacity to take photos at AEST's Women in Trades day event in Maple Ridge on Tuesday Oct 9th? Here's the [Calendar entry](#) and Nova is the PAO to speak with (CC'd). I'm away from my desk for the next two days, so I'll leave it up to the three of you to correspond about this.

If you can go, here's a great idea from Heron:

Take 30 second iphone videos of some of the girls at the event and produce a video from that footage asking:

- "What's your name?"
- "What do you want to be?"

- “What’s your favorite part of _the trade they like_____?”

Karolinka might have time to make a BC + out of it and the photos you take at the event.

Thanks everyone,

Allieren Ward
Online Communications Officer | Digital Communications
Government Communications & Public Engagement
778-698-8235