

Delta Media Inc. / TERRA INCOGNITA: The 29th International Conference of Data Protection and Privacy Commissioners

Challenge

Sheena Pennie, Delta Media's President was contracted by the Office of the Privacy Commissioner of Canada (OPC) to act as Conference Director.

The primary goal of the conference was to position Canada as leading the international debate on privacy rights and to identify innovative solutions to a range of public and private sector issues.

Strategy and Action

Working on-site in Ottawa and Montreal managing a staff of 20 and a large team of volunteers, Delta Media President Sheena Pennie developed the conference program, public relations and marketing plans, letters of invitation, a dedicated website and the development of all conference materials.

Results

Attendance at the conference by 650 delegates from 54 countries was unprecedented and exceeded the client's highest expectation by more than 40%.



Office of the
Privacy Commissioner
of Canada

Commissariat
à la protection de
la vie privée du Canada

