

media release

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Can Canadians do it in a canoe?

Conference celebrates 20 years of Neuro-Linguistic Programming

Toronto – 25 March 2009 – From April 24 to 26, 2009 NLP experts from across Canada will gather at the Valhalla Inn, Toronto, for the 20th Annual Conference of the Canadian Association of Neuro-linguistic Programming (NLP). NLP is a well-known set of techniques for influencing change and improving communication. It's used widely by athletes, therapists and business people in the UK, the USA and Australia. The CANLP conference is, however, the longest running in the world.

In answer to one of the questions about what Canadians bring to NLP, yes, they could do it in a canoe. NLP techniques help individuals develop skills and visualize success. They are also very helpful in training teams to move in sync and in the same direction. Paddlers used to responding immediately and accurately to changes in conditions would find NLP both useful and natural.

The 20th Annual Conference begins with a two-day course taught by American expert, Dr. Michael Hall. On Sunday, April 26, Canadian leaders in NLP will lead sessions in English and French on topics including motivational interviewing, leadership, and change. Presenters include keynote speaker, Lynn Robinson and association president Jean-Stephen Gendron. Kathy Welter-Nicols will be speaking about NLP in gentle birthing practices. Steve Whiteley will give an inspiring closing address on developing a vision for NLP in Canada.

Many people are familiar with NLP practices through the work of Anthony Robbins, Paul McKenna and Toronto author, Nicholas Boothman. As their popularity attests, NLP ideas and techniques are relatively easy to grasp and to use. That's why the conference can welcome both NLP experts and newcomers. Chris Keeler, an NLP expert from Toronto, explains: "NLP is based on the things people do naturally when they are learning and communicating at their best. If you can imagine the difference it would make to be at your best more often, then you will be engaged by the ideas and practices at NLP workshops.". Newcomers can expect to meet people who are already using NLP to get better results in many different fields.

The popularity of McKenna's television show "I Can Make You Thin" is part of a new wave of interest in NLP. The field has been growing quietly and steadily since it was first developed in the 1970s. A few Canadians were trained in the early days of NLP and Canadians have quietly been developing and practicing NLP ever since. "It's a good fit for Canadians," says Keeler. "NLP is about valuing difference. Canadians are good at making the most of diversity. We expect to explore multiple perspectives when we need great solutions." That natural fit might explain how Canada's conference has become the longest running in the world.

Full details and registration forms for the conference are available online at www.canlp.ca. The conference offers one day and three day pricing for groups and individuals. Preregistration is required and may be arranged online or by telephone to 1-888-572-0240.

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CANLP is a national association dedicated to the promotion and development of the worldwide practice of NLP. CANLP Members are individual NLP professionals including those interested in NLP and CANLP Institute Members who provide NLP certification programs in compliance to the CANLP Guidelines for Certification and or other programs that use NLP applications.