2020/21 - FEDERAL GOVERNMENT COMMUNICATIONS DIRECTORY

ABOUT THIS DIRECTORY

THIS DIRECTORY OF SENIOR FEDERAL GOVERNMENT COMMUNICATORS [DIRECTORS AND ABOVE] IS PRODUCED AS A FREE SERVICE TO THE FEDERAL COMMUNICATIONS COMMUNITY.

UPDATES OF THE DIRECTORY CAN BE FOUND ON OUR WEBSITE: WWW.HARLEYHOUSE.COM

IF YOU WOULD LIKE TO PROVIDE THE COMMUNITY WITH UPDATED CONTACT INFORMATION FOR YOUR DEPARTMENT OR AGENCY, PLEASE CONTACT:

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Harley House Communications Management Service

Getting the people, processes, approaches, and information in place to succeed in the field of communications has never been more challenging. Harley House Consultants can help make it happen.

Communications Training
Harley House brings communications training to your workplace with a range of group courses designed to help your employees succeed. Whether through classic group training or through our unique Integrated Learning Approach we offer high-impact training that results in immediate and tangible results for your organization. For a description of our remote and one-day communications training courses please see page 31.

Change Management
We adopt a comprehensive, cyclical, and structured approach to prepare, support, and help individuals, teams and organizations transition from a current state to a future state with intended results and outcomes.

Performance Measurement
Years of experience in communications performance measurement and up-to-date knowledge of current challenges and practices in government allow Harley House to help you develop powerful performance measurement frameworks and programs. Using the Harley House Communications Review Framework, we build practical measurement programs that target priorities and get to the root issues surrounding success and client satisfaction.

Public Engagement and Relationship Management
Using our Relationship Centered Model, Harley House brings its extensive experience to bear in understanding, building and rehabilitating relationships with key client, media, investor, employee community and government stakeholders.

Audits and Organizational Studies
Ensure you are maximizing service delivery AND efficiency through a targeted organizational study of your communications shop, its structures, or procedures. Now more than ever communications groups must get the most out of their resources and change with the times. Harley House Consultants has the expertise and hands-on experience to make Audits and Organizational studies work for you.

Strategic Planning
Tune up your alignment with departmental and government-wide priorities through one of several Harley House planning services:

- Strategic corporate plans
- Communications plans and strategies
- Facilitation of strategic planning sessions
- Work plans

For more information about how to improve the effectiveness of your relationship and communications management visit: www.harleyhouse.com, or contact:

Dale Harley
dale@harleyhouse.com
613-882-5684

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613-983-4376

Communications Management Training Courses

Harley House brings communications training to your workplace and virtual delivery with a range of group courses designed to help your employees succeed. Whether through **traditional classroom** group training, **virtual course delivery** or through our unique **Integrated Learning Approach** we offer high-impact training that results in immediate and tangible results for your organization. For a detailed description and outline of each 2-3 session virtual or one-day communications training course, please click on the links below.

Course Title	Course Summary
Communications Management Process	The Communications Management Process ensures that the communications output or strategy is based on solid research and stays on track throughout the planning, development and delivery stages, and that adjustments can be made to existing campaigns. Adopting the Communications Management Process to oversee individual communications outputs, services, and complete campaigns, improves communications and cost effectiveness.
Strategic Communications in a Digital Age	This course is a blend of classic strategic communications theory with information and approaches to deal with current challenges and communications opportunities. Through six fast-paced sessions, participants help define what "strategic communications" means in today's context.
Public Environmental Analysis	This course introduces participants to a systematic and pragmatic approach to benchmarking, monitoring, and analyzing the public environment. During the training session emphasis is placed on the design and pre-testing of actual PEA tools. Participants will leave the session with an understanding of how to integrate various tools into an ongoing systematic PEA reporting system.
The Power of Communications Evaluation	New digital technologies have revolutionized our access to data on the communications habits of Canadians. This course teaches participants how to harness the power of performance information and turn it into more effective, innovative communications plans.
Measuring Client Satisfaction	This course introduces participants to a wide range of primary and secondary research tools that can be used by communicators to measure internal and external client satisfaction with communications outputs and services. Participants will leave the session with an understanding of why, when and how to measure client satisfaction with communications outputs and services.
Employee Communications	The impact that effective employee communications has on organizational success is rarely fully appreciated. Motivated, informed and involved employees impact the achievement of departmental goals and objectives every minute of every working day. This course runs the gamut of factors, planning approaches and tools that can turn your employees into one of your greatest corporate assets.
De-Mystifying Messages	Considerable time is invested in formulating and obtaining approval of key messages for communications strategies and products. This fun and dynamic three-session virtual course (or one-day classroom delivery) is designed to assist participants in developing messages that stick with the target audience and senior managers/central agencies.
Issue and Crisis Management	The management of issues and crisis should be a partnership between Ministers Offices, communications shops, program areas and regional offices to identify, monitor, prioritize and address emerging situations. This course offers participants the basics in identifying, preventing, and controlling issue and crisis situations.
Communication Strategies for Change Management	This course explores how to design a Communication and Stakeholder Engagement Strategy that is fully integrated into an organizations Change Management initiative. The course provides a detailed breakdown of the communications and engagement activities to be performed throughout the change initiative.
Managing Stakeholder Relationships	This course examines in detail the six key relationships that every organization should focus on. Participants will be introduced to strategies to identify, assess, and maintain relationships with key stakeholder groups and formulate plans to effectively engage with key stakeholders.
Speeches, Presentations, and Interviews	Whether it is a parliamentary committee presentation, conference speech or and interview with national or local media, senior government officials are called on to share their insights and priorities. This course explores how to prepare officials to maximize their effectiveness through better planning, preparation, and delivery.

ORGANIZATIONAL LISTINGS

Administrative Tribunals Support Service of Canada			344 Slater St., 15th floor, suite 100 Ottawa, Ontario K1A 0B6	
Branch	**Title**	**Name**	**Phone**	**Email**
Planning and Communications	Director	Martha Carr	613-957-7850	Martha.Carr@tribunal.gc.ca

Agriculture and Agri-Food Canada			1341 Baseline Road Tower 7, Floor 1, Room 243 Ottawa, Ontario K1A 0C5	
Branch	**Title**	**Name**	**Phone**	**Email**
Public Affairs Branch	Assistant Deputy Minister	Mary Dila	613-773-2922	Mary.dila@canada.ca;
Communications Services	Director General	Alec Nicholls	613-773-2840	Alec.nicholls@canada.ca;
ATIP Office and Translation Services	Director	Vincent Beaulieu	613-773-0970	vincent.beaulieu@canada.ca;
Digital Communications	Director	Jean-Pierre Contant	613-773-0881	jean-pierre.contant@canada.ca;
Operations	Director	Sonia Forget	613-773-2630	Sonia.forget@canada.ca;
Strategic Planning, Advice and Coordination	Director General	Nathalie Gour	613-773-2760	Nathalie.gour@canada.ca;
Strategic and Ministerial Communications	Director	Dominique Richer	613-773-2443	dominique.richer@canada.ca;
Ministerial Services, Analysis and Coordination	Director	Miriam Wood	613-773-2434	miriam.wood@canada.ca

Atlantic Canada Opportunities Agency			644 Main Street Moncton, New Brunswick E1C 9J8	
Branch	**Title**	**Name**	**Phone**	**Email**
Policy, Programs and Communications	Vice-President	Daryell Nowlan	506-851-3805	Daryell.Nowlan@canada.ca;
Communications	Director General	Kevin Dubé	506-851-7632	Kevin.Dube@canada.ca;
Corporate Communications	Director	Paul Demers	506-851-2133	Paul.demers@canada.ca

Atomic Energy of Canada Limited			270 Albert Street Ottawa, Ontario K1P 5G8	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications & Government Reporting	Director	Maude-Émilie Pagé	343-303-5345	mpage@aecl.ca
Auditor General of Canada, Office of the			**240 Sparks Street Ottawa, Ontario K1A 0G6**	
Branch	**Title**	**Name**	**Phone**	**Email**
External Communications	Director	Françoise Guyot	613-952-0213 (5356)	Francoise.Guyot@oag-bvg.gc.ca
Canada Border Services Agency			**191 Laurier Avenue West, 9th Floor Ottawa, Ontario K1A 0L8**	
Branch	**Title**	**Name**	**Phone**	**Email**
Strategic Policy Branch	A/Director General Communications	Marc Raider	613-948-9048	Marc.Raider@cbsa-asfc.gc.ca;
Strategic Policy Branch	Director, Communications Services Division	Andre Laframboise	613 946-4873	Andre.Laframboise@cbsa-asfc.gc.ca;
Strategic Policy Branch	Public Affairs and Strategic Communications Division	Nancy Archipow	613-954-7075	Nancy.Archipow@cbsa-asfc.gc.ca;
Organizational Culture and Change Management	Director General	Peter Yendall	613-948-0555	Peter.yendall@cbsa-asfc.gc.ca;
Strategic Change Office	Director	Laurie Maybury	613-302-7156	laurie.maybury@cbsa-asfc.gc.ca
Canada Deposit Insurance Corporation			**50 O'Connor Street, 17th floor Ottawa, Ontario K1P 6L2**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director		1-800-461-2342	info@cdic.ca

Canada Revenue Agency			555 MacKenzie Avenue Ottawa, Ontario K1A 0L5	
Branch	**Title**	**Name**	**Phone**	**Email**
Public Affairs Branch	Assistant Commissioner and Chief Privacy Officer	Max Guenette	613-957-3508	Maxime.Guenette@cra-arc.gc.ca;
Ministerial Services and Operations Directorate	Director General	Lorraine Redekop	613-957-8438	Lorraine.Redekop@cra-arc.gc.ca;
Parliamentary Affairs Division	Director	Tara Hall	613-957-9710	Tara.Hall@cra-arc.gc.ca;
Executive Correspondence and Language Services Division	Director	Brenda Paquette	613-222-0718	brenda.paquette@cra-arc.gc.ca;
Operations Division	Director	Adam Blondin	613-948-1245	Adam.Blondin@cra-arc.gc.ca;
Communications Directorate	Director General	Diana Graham	613 948-4847 343-551-4715	Diana.Graham@cra-arc.gc.ca;
Marketing Division	Director	Karine Goneau-Lessard	613-957-3265 343-542-3174	Karine.Goneau-Lessard@cra-arc.gc.ca;
Strategic Corporate Communications Division	Director	Libbie Wallace	613-957-3532	Elizabeth.Wallace@cra-arc.gc.ca;
Strategic Programs Communication Division	Director	Nancy Fowler	343-998-2792	Nancy.Fowler@cra-arc.gc.ca;
Strategic Regional Communication	Director	Mark Antunes	604-666-2973	Mark.antunes@cra-arc.gc.ca;
Research, Analysis and Coordination Division	Director	Claude Panneton	613-957-4402	Claude.Panneton@cra-arc.gc.ca;
Marketing and Creative Services	Assistant Director	Lori Fraser	613-941-7575	Lori.Fraser@cra-arc.gc.ca;
Branch Planning and Management Services	Director	Anne Marie Laurin	613-858-6964	AnneMarie.Laurin@cra-arc.gc.ca
Digital Design and Production Directorate	Director General	Allen Pink	613-864-9787	Allen.pink@cra-arc.gc.ca;
Digital Design and Production Directorate	Director	Louis Michaud	613-406-0872	Louis.michaud@cra-arc.gc.ca;
Digital Design and Production Directorate	Assistant Director	Manmeet Singh	613-614-9219	Manmeet.singh@cra-arc.gc.ca

Canada School of Public Service			373 Sussex Drive Ottawa, Ontario	
Branch	**Title**	**Name**	**Phone**	**Email**
Communication & Engagement	Director General	Vanessa Vermette	613-462-1437	Vanessa.Vermette@canada.ca;
Marketing and Engagement	Director	Michael Dalrymple	613-462-4624	Michael.Dalrymple@canada.ca
Canadian Food Inspection Agency			**1400 Merivale Road Tower 1, Floor 2, Room 106 Ottawa, Ontario K1A 0Y9**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Public Affairs	Vice President	Jane Hazel	613-773-5776	jane.hazel@canada.ca;
Strategic Communications Directorate	Executive Director	Renee Campbell	613-773-5829	Renee.Campbell@canada.ca;
Engagement, Corporate and e-Communications Directorate	Executive Director	Katie Donnelly O'Neill	613-773-6138	Katie.DonnellyONeill2@canada.ca;
Issues Communications and Media Relations Division	Director	Andrea Moritz	613-773-6659	Andrea.Moritz@inspection.gc.ca;
Program Communications Division	Director	Susan Hilton	613-773-5252	Susan.Hilton@inspection.gc.ca
Canadian Grain Commission			**303 Main Street, Room 600 Winnipeg, Manitoba R3C 3G8**	
Branch	**Title**	**Name**	**Phone**	**Email**
Innovation and Strategy	Director	Jon Friesen	204-983-1580	Jon.Friesen@grainscanada.gc.ca
Canadian Heritage			**25 Eddy St., 10th Floor, Room 033 Gatineau, Quebec K1A 0M5**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Branch	Director General	Chantal Reinert	819-997-0231	chantal.reinert@canada.ca;
Strategic Communications	Deputy Director General	Diana Graham	819-994-1955	diana.graham@canada.ca
Canadian Human Rights Commission			**344 Slater Street, 8th Floor Ottawa, Ontario K1A 1E1**	
Branch	**Title**	**Name**	**Phone**	**Email**
Policy and Communications Branch	Director General	Keith Smith	613-943-9126	Keith.Smith@chrc-ccdp.gc.ca;
Communications Division	Director	Jeff Meldrum	613-282-9022	Jeff.Meldrum@chrc-ccdp.gc.ca

Canadian Institutes of Health Research			160 Elgin Street, 9th Floor Address Locator 4809A Ottawa, Ontario K1A 0W9	
Communications and Public Outreach	Director General	Christina Cefaloni	613-954-1812	Christina.cefaloni@cihr-irsc.gc.ca
Canadian Intergovernmental Conference Secretariat			**222 Queen Street, 12th Floor Ottawa, Ontario K1N 8V5**	
Secretary's Office	Assistant Secretary	Brian Berry	613-995-2344	Brian.Berry@scics.ca
Canadian Judicial Council			**Canadian Judicial Council Ottawa, Ontario K1A 0W8**	
Communications and Registry Services	Director	Johanna Laporte	613-288-1566 x316	Johanna.Laporte@cjc-ccm.ca
Canadian Nuclear Safety Commission			**280 Slater Street P.O. Pox 1046, Station B Ottawa, Ontario K1P 5S9**	
Branch	**Title**	**Name**	**Phone**	**Email**
Strategic Communications Directorate	Director General	Rhonda Walker-Sisttie	613-995-2903	rhonda.walker-sisttie@canada.ca;
Creative Services Division	Director	Sophie Dagenais	613-995-9684	sophie.dagenais@canada.ca;
Strategic, Regulatory and e-Communications Division	Director	Heloise Perron	613-947-3712	heloise.perron@canada.ca
Canadian Radio-television and Telecommunications Commission			**Les Terrasses de la Chaudière, Central Building, 1 Promenade du Portage, Gatineau QC J8X 4B1**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and External Relations	Director General	Veronique Lehoux	613-298-1615	Veronique.lehoux@crtc.gc.ca;
Sector Services, Media Relations & Outreach	Director	Éric Rancourt	819-997-4228	Eric.Rancourt@crtc.gc.ca;
Consumer, Research and Communications	Chief	Scott Hutton	819-997-4573	Scott.Hutton@crtc.gc.ca;
Web, Creative and Client Services	Director	Shannon Hines	819-997-9371	Shannon.Hines@crtc.gc.ca

Canadian Space Agency			6767 Route de l'Aeroport Saint-Hubert, Quebec J3Y 8Y9	
Communications and Public Affairs	Executive Director	Anna Kapiniari	450-926-4350	Anna.Kapiniari@canada.ca
Canadian Tourism Commission			408 - 130 Albert Street Ottawa, Ontario K1P 5G4	
Strategy and Corporate Communications	Vice President	David Robinson	613-383-0622	Robinson.David@destinationcanada.com;
Corporate Relations & Stakeholder Outreach	Director	Denyse Waissbluth	604-638-8302	Waissbluth.Denyse@destinationcanada.com;
Strategy and Shareholder Relations	Director	Adrienne Foster	613-670-5793	Foster.Adrienne@destinationcanada.com
Canadian Transportation Agency			**15 Eddy Street Gatineau, Quebec K1A 0N9**	
Branch	**Title**	**Name**	**Phone**	**Email**
Analysis and Outreach Branch	Chief Strategy Officer	Marcia Jones	819-953-0327	Marcia.Jones@otc-cta.gc.ca;
Communications Directorate	Director	Tim Hillier	819-953-8926	Tim.Hillier@otc-cta.gc.ca
Communications Community Office			**Blackburn Building 85 Sparks Street Ottawa, Ontario K1A 0A3**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Community Office	Executive Director	Melanie Sullivan	613-948-6658	Melanie.Sullivan@pco-bcp.gc.ca
Civilian Review & Complaints Commission for the RCMP			**60 Queen Street, 5th Floor Ottawa, Ontario K1P 0B3**	
Branch	**Title**	**Name**	**Phone**	**Email**
Strategic Communications & Outreach	Director	Kate McDerby	613-882-3117	Kate.McDerby@crcc-ccetp.gc.ca
Communications Security Establishment Canada			**P.O. Box 9703, Terminal Ottawa, Ontario K1G 3Z4**	
Branch	**Title**	**Name**	**Phone**	**Email**
Policy and Communications	Acting Deputy Chief	Scott Millar	613-949-2522	Scott.Millar@cse-cst.gc.ca;
Public Affairs and Communications Services	Director	Christopher Williams	613-949-5392	Christopher.William@cse-cst.gc.ca

Correctional Services Canada			340 Laurier Ave West Ottawa, Ontario K1A 0P9	
Branch	**Title**	**Name**	**Phone**	**Email**
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Citizen Engagement Directorate	Director	Katherine Cole	613-947-4980	Katherine.cole@csc-scc.gc.ca;
Parliamentary Affairs and Ministerial Services	Director	David Showell	613-992-7653	David.Showell@csc-scc.gc.ca
Courts Administration Service			**90 Sparks Street Room 605 Ottawa, Ontario K1A 0H9**	
Branch	**Title**	**Name**	**Phone**	**Email**
Strategic Planning, Communications and Corporate Secretariat	Director	Yves Leclair	613-943-4782	Yves.Leclair@cas-satj.gc.ca
Defence Construction Canada			**Constitution Square 350 Albert Street, 19th Floor Ottawa, Ontario K1A 0K3**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director	Stéphanie Ryan	613-998-0998	Stephanie.Ryan@dcc-cdc.gc.ca
Defence Research and Development Canada (DRDC)			**400 Cumberland St Ottawa, Ontario K1A 0K2**	
Branch	**Title**	**Name**	**Phone**	**Email**
Science and Technology Communications	Director	Elaine McArdle	613-992-8440	Elaine.McArdle@drdc-rddc.gc.ca
Elections Canada			**30 Victoria Street Gatineau, Quebec K1A 0M6**	
Branch	**Title**	**Name**	**Phone**	**Email**
Public Affairs & Civic Education	Executive Director	Susan Torosian	819-939-1856	Susan.Torosian@elections.ca;
Consultation Services & Stakeholder Mobilization	Director	Lisa Drouillard	819-939-2296	Lisa.Drouillard@elections.ca;
Marketing & Corporate Communications	Director	Annie Desrosiers	819-939-1619 613-290-5610	Annie.Desrosiers@elections.ca;

Research	Acting Director	Miriam Lapp	819-939-1934 613-292-1864	Miriam.Lapp@elections.ca;
Media Relations & Environmental Monitoring	Acting Director	Nick Gamache	819-939-2239	Nick.Gamache@elections.ca;
Web & Public Enquiries	Director	Daniel Fischer	819-939-1851	daniel.fischer@elections.ca

Employment and Social Development Canada

140 Promenade du Portage
Gatineau, Quebec K1A 0J9

Branch	Title	Name	Phone	Email
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Employment Communications and Operations Directorate	A/ADM	Debora Brown	819 654-4540	Debora.Brown@hrsdc-rhdcc.gc.ca;
Digital Channels, Media Services and Events	Director General	Timothy Weil	873-396-0534	timothy.weil@hrsdc-rhdcc.gc.ca;
Dir Media Services & Events	Director	Jonathan Spassov	873-396-0717	jonathan.spassov@hrsdc-rhdcc.gc.ca;
Ministerial Operations and Writing Services	Director	Anna Soros	819-654-1932	Anna.Soros@hrsdc-rhdcc.gc.ca;
Seniors and Social Development Communications Directorate	A/Director General	Heather MacDonald	819-654-1638	heather.a.macdonald@hrsdc-rhdcc.gc.ca;
Seniors and Social Development Communications Directorate	Senior Director	Andre Thivierge	819-654-4667	andre.o.thivierge@servicecanada.gc.ca;
Seniors and Social Development Communications Directorate	Director	Cristina Bianchi	819-654-6897	cristina.bianchi@hrsdc-rhdcc.gc.ca;
Labour Communications	Director	Stephanie Leroux	819-654-1601	Stephanie.Leroux@hrsdc-rhdcc.gc.ca;
Service Canada Communications	Director	Jennifer McNaughtan		jennifer.mcnaughtan@hrsdc-rhdcc.gc.ca;
Strategic Communications and Stakeholder Relations	A/Director General	Heather MacDonald	819 654-1785	Heather.a.MacDonald@hrsdc-rhdcc.gc.ca;
Creative Services	Director	Mary Granger	819-654-1757	mary.granger@hrsdc-rhdcc.gc.ca;
Internal Communications	Director	Darrel Houlahan		Darrel.Houlahan@hrsdc-rhdcc.gc.ca;
Marketing & Advertising	Director	Diane Duford	819-654-1863	diane.duford@servicecanada.gc.ca;

Research, Engagement and Strategic Integration	Exec. Dir.	Anna Soros	819-654-1932	Anna.Soros@hrsdc-rhdcc.gc.ca;

Environment and Climate Change Canada

200, boul. Sacré-Coeur, 12th Floor
Gatineau, Quebec K1A 0H3

Branch	Title	Name	Phone	Email
Communications	Director General	Michael Zinck	819-938-9085	michael.zinck@canada.ca;
Public and Indigenous Affairs and Ministerial Services Branch	Assistant Deputy Minister	Dominique Blanchard	819-938-9293	dominique.blanchard@canada.ca;
Corporate Strategies	Executive Director	Nathalie Clément	000-000-0000	nathalie.clement@canada.ca;
Innovation and Youth Engagement	Director	Sunny Uppal	819-938-3714	sunny.uppal@canada.ca;
Corporate Secretariat	Director General	Belinda White	819-938-9207	belinda.white@canada.ca;
Communications	Director General	Michael Zinck	819-938-9085	michael.zinck@canada.ca;
Access to Information and Privacy	Director	Shelley Emmerson	819-938-3580	shelley.emmerson@canada.ca;
Cabinet Affairs	Director	Nadia Gilbert	819-938-9446	nadia.gilbert@canada.ca;
Horizontal Integration & Corporate Comms	Director	Sophie Doucet	819-938-3428	sophie.doucet@canada.ca;
Strategic Communications	Director	Luc Tittley	418-648-5777	luc.tittley@canada.ca;
Strategic Relations, Atlantic and Quebec	Director	Dominique Tremblay	418-648-4619	dominique.tremblay2@canada.ca;
Climate Change and International Relations	Director	Emily Woods	819-938-9238	emily.woods@canada.ca;
Digital Communications	Director	Michelle Hanson	819-938-9420	michelle.hanson2@canada.ca;
Public Affairs and Issues Management	Director	Peter Lamey	819-938-9629	peter.lamey@canada.ca

Federal Economic Development Agency for Southern Ontario

151 Yonge Street
Toronto, Ontario M5C 2W7

Branch	Title	Name	Phone	Email
Communications	Director	Kerri Dunning	416-954-6652	Kerri.Dunning@Canada.ca

Finance			90 Elgin St. Ottawa, Ontario K1A 0G5	
Branch	**Title**	**Name**	**Phone**	**Email**
Consultations and Communications	ADM	Sarah Lawley	613 369-3212	Sarah.Lawley@canada.ca;
Consultations and Communications	Director General	Marie-Elise Rancourt	613-369-9426	Marie-Elise.Rancourt@canada.ca;
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Consultations and Communications - Communications Strategy Division	Director	Kate Binnie	613-369-3293	Kate.Binnie@canada.ca;
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Consultations and Communications - Public Affairs and Operations Division	Director	Aarin Bronson	613-369-9257	Aarin.Bronson@canada.ca

Financial Consumer Agency of Canada			427 Laurier Avenue West Ottawa, Ontario K1R 1B9	
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Public Affairs Branch	Asst. Commissioner	Jason Bouzanis	613-323-7151	Jason.Bouzanis@fcac-acfc.gc.ca;
Marketing and Communications	A/Director	Émilie René	613-618-8015	Emilie.Rene@fcac.gc.ca

Financial Transactions and Reports Analysis Centre of Canada			24th floor, 234 Laurier Avenue West Ottawa ON K1P 1H7	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director	Darren Gibb	613-943-4419	darren.gibb@fintrac-canafe.gc.ca;
Communications	Senior Manager	Renée Bercier	613-943-4433	renee.bercier@fintrac-canafe.gc.ca

Fisheries and Oceans			200 Kent Street Ottawa, Ontario K1A 0E6	
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Communications	Director General	Marian Hubley	613-990-0219	Marian.Hubley@dfo-mpo.gc.ca;
Ministerial Services & Regional Liaison	Senior Director	Kathryn Mcelhone	613-990-0360	Kathryn.Mcelhone@dfo-mpo.gc.ca;
Strategic Communications	Director	Caroline Quinn	613-993-2674	Caroline.Quinn@dfo-mpo.gc.ca;
Digital and Creative Services	Director	Robert Wiebe	613-993-0984	Robert.Wiebe@dfo-mpo.gc.ca

Global Affairs Canada			125 Sussex Drive Ottawa, Ontario K1A 0G2	
Branch	**Title**	**Name**	**Phone**	**Email**
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Strategic Communications	Director General	Charles Mojsej	343 203-1711	Charles.mojsej@international.gc.ca;
Foreign Policy Communications	Director	Mr. Gregory Galligan	343-203-1685	Gregory.Galligan@international.gc.ca;
Media Relations	Director	Mrs. Anabel Lindblad	343-203-6182	Anabel.Lindblad@international.gc.ca;
Development	Executive Director	Ms. Latifa Belmahdi	343-203-1660	Latifa.Belmahdi@international.gc.ca;
Strategic Communications -LCAS	Deputy Director	Mrs. Marlene Jacques	343-203-1741	Marlene.Jacques@international.gc.ca;
Trade	Executive Director	Mr Vikas Sharma	343-203-8456	Vikas.Sharma@international.gc.ca

Governor General			1 Sussex Drive Ottawa, Ontario K1A 0A1	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Public Affairs	Director	Natalie Babin Dufresne	613-993-8158	natalie.babindufresne@gg.ca

Health Canada			Brooke Claxton Building 120 Parkdale Avenue Ottawa, Ontario K1A 0K9	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Public Affairs	ADM	Jennifer Hollington	613 960-2176	Jennifer.Hollington@hc-sc.gc.ca;
Health Strategic Communications Directorate	Director General			
Health Strategic Communications Directorate	Director	Katie Kenney	613-948-4318	Katie.Kenney@hc-sc.gc.ca;

Ministerial Communications	Director General	Jaimie Earley	613-948-8916	Jaimie.Earley@hc-sc.gc.ca;
Media Relations and Ministerial Services	Director	Louise Payette	613 957-2987	Louise.Payette@hc-sc.gc.ca;
Strategic Planning and Finance	Director	John Pierlot	613-952-1009	John.Pierlot@hc-sc.gc.ca;
Executive Correspondence Division	Director	Francois Cadieux	613-957-3060	Francois.Cadieux@hc-sc.gc.ca;
Public Affairs Directorate	Director General	Renee Couturier	613-957-0215	Renee.Couturier@hc-sc.gc.ca;
Digital Transformation	Executive Director	Patrycja Arkuszewski	613-218-8095	Patrycja.Arkuszewski@hc-sc.gc.ca;
Digital Transformation	A/Director	David Gotlieb	613-941-2194	David.Gotlieb@hc-sc.gc.ca;
Marketing, Partnerships, and Creative Services Division	Director	Sheri Todd	613-948-8444	Sheri.Todd@hc-sc.gc.ca;
Public Engagement, Research and Analysis	Director	Yanik Perigny	613-957-1556	Yanik.Perigny@hc-sc.gc.ca;
Public Health Strategic Communications	Director General	Sara Mackenzie	613-960-6040	Sara.Mackenzie@hc-sc.gc.ca;
Public Environment Intelligence and Analysis	Chief	Tammy Duquette		Tammy.Duquette@hc-sc.gc.ca;
Public Health Strategic Communications Directorate	Director	Laura Russo	613-941-4338	Laura.Russo@hc-sc.gc.ca

House of Commons

131 Queen Street
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Immigration and Refugee Board of Canada

344 Slater Street
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Branch	Title	Name	Phone	Email
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Immigration, Refugees and Citizenship Canada

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Ministerial Events and Media Relations	Director	Diane Laursen	613-437-7597	Diane.Laursen@cic.gc.ca;
Strategic Communications	Director	Jack Branswell	613-437-7625	Jack.Branswell@cic.gc.ca;
Outreach	Director	Line Patry	613-437-7579	Line.Patry@cic.gc.ca
Impact Assessment Agency of Canada			**Place Bell Canada 160 Elgin St. 22nd Floor Ottawa, Ontario K1A 0H3**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director	Christopher Walters	613-957-0712	Christopher.Walters@ceaa-acee.gc.ca
Indigenous and Northern Affairs Canada			**10 Wellington Street, 27th Floor Gatineau, Quebec K1A 0H4**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Branch	Director General	Aruna Sadana	819-994-1813	Aruna.sadana@canada.ca;
Corporate Communications	Director	Lucie-Anne Besner		lucie-anne.besner@canada.ca;
Digital Communications	Director	Guy Levac	819-994-3248	guy.levac@canada.ca;
Strategic Communications	Sr Director	Michelle Gagnon	613-790-2790	michelle.gagnon2@canada.ca
Indigenous Services Canada			**10 Wellington Street, 27th Floor Gatineau, Quebec K1A 0H4**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Branch	Director General	Aruna Sadana	819-994-1813	Aruna.sadana@canada.ca;
Corporate Communications	Director	Catherine Francis	613-325-3907	catherine.francis@canada.ca;
Digital Communications	Director	James SInclair	613-793-1031	james.sinclair@canada.ca;
Regional	Director	Helen Leslie	819-743-0314	helen.leslie@canada.ca;
Strategic Communications – Indigenous Services Canada	Sr Director	Michelle Gagnon	613-790-2790	michelle.gagnon2@canada.ca;
Strategic Communications - Crown-Indigenous Relations and Northern Affairs Canada	Sr Director	Nadine Boudreau-Brown	819-962-8207	Nadine.Boudreau-Brown@canada.ca

Infrastructure Canada			1100 - 180 Kent St. Ottawa, Ontario K1P 0B6	
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Advisory and Ministerial	Senior Director	Mathias Oliva	613-948-2940	mathias.oliva@canada.ca;
Operations	Director	Michael Wronski	613-220-4921	michael.wronski@canada.ca

Innovation, Science and Economic Development Canada			235 Queen St Ottawa, Ontario K1A 0H5	
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Strategic Communications and Marketing Sector	Assistant Deputy Minister	Vicky Eatrides	343-291-1652	Vicky.Eatrides@canada.ca;
Digital Media and Marketing Services	Director General	Dawolu Saul	343-291-1970	Dawolu.Saul@canada.ca;
Digital Media and Marketing Services, Marketing and Advertising	Director	Marcella Sousa	343-291-4232	Marcella.Sousa@canada.ca;
Digital Media and Marketing Services, Citizen Experience	A/Director	Xavier Patry	613-282-4491	Xavier.Patry@canada.ca;
Operations Branch	Director General	Jason Bett	343-291-3722	Jason.Bett@canada.ca;
Strategic Planning and Management Services	Director	Sahra Boonstra	613-818-1693	Sahra.Boonstra@canada.ca;
Operations Branch, Ministerial Services	Director	Frederic Baril	343-291-2782	Frederic.Baril@canada.ca;
Operations Branch, Public Affairs	Director	Miriam Gennaro	343-291-3093	Miriam.Gennaro@canada.ca
Operations Branch, Ministerial Services	Director	Taylor Bildstein	819-639-0983	Taylor.Bildstein@canada.ca

International Development Research Centre			150 Kent St. Ottawa, Ontario K1G 3H9	
Branch	**Title**	**Name**	**Phone**	**Email**
Corporate Communications Division	Director	Christel Binnie	613-696-2059	cbinnie@idrc.ca;
Communications and Public Affairs	Manager	Steven Morris	613-696-2011	smorris@idrc.ca

International Joint Commission			234 Laurier Avenue West 22nd Floor Ottawa, Ontario K1P 6K6	
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Justice			**284 Wellington Street Ottawa, Ontario K1A 0H8**	
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Strategic Communications Division	Deputy Director General	Andrew Swift	613 954-6327	Andrew.Swift@justice.gc.ca;
Digital and Corporate Communications	Director	Charles Stanfield	613-948-1334	Charles.Stanfield@justice.gc.ca
Library and Archives Canada			**550 de la Cité Blvd. Gatineau, Quebec J8T 0A7**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Acting Director General	Cécile Lemaire	613-790-0584	cecile.lemaire@canada.ca;
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Digital Communications	Manager	Tina Grznar	613-298-6647	tina.grznar@canada.ca;
Corporate Communications and Linguistic Services	Manager	Carole Grenier	613-793-1920	carole.grenier@canada.ca;
Marketing and Outreach	Manager	Peggy Thériault	613-979-6732	peggy.theriault@canada.ca;
Public Affairs	Manager	Marc Comeau	613-808-5944	Marc.Comeau@canada.ca
Library of Parliament			**50 O'Connor Street Ottawa, Ontario K1A 0A9**	
Branch	**Title**	**Name**	**Phone**	**Email**
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Military Grievances External Review Committee			60 Queen Street, 10th Floor Ottawa, Ontario K1P 5Y7	
Branch	**Title**	**Name**	**Phone**	**Email**
Strategic Planning, Performance Measurement and Communications Services	Director	Natasha Després	343-542-7830	Natasha.Despres@mgerc-ceegm.gc.ca

Military Police Complaints Commission of Canada			270 Albert Street, 10th Floor Ottawa, Ontario K1P 5G8	
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Corporate Services	Senior Director	Richard Roulx	613-947-5625	Richard.Roulx@mpcc-cppm.gc.ca

National Arts Centre			1 Elgin Street Ottawa, Ontario K1P 5W1	
Branch	**Title**	**Name**	**Phone**	**Email**
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National Capital Commission			40 Elgin Street Ottawa, Ontario K1P 1C7	
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Strategic Planning	Director	James Yang	613-239-5678x5207	James.Yang@ncc-ccn.ca;
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Marketing and Partnerships	Director	Daniel Feeny	613-239-5678x5766	Daniel.Feeny@ncc-ccn.ca

National Defence			101 Colonel By Dr Ottawa, Ontario K1A 0K2	
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Marketing	Director General	Janice Keenan	819-997-1846	Keenan.J@forces.gc.ca;
Science and Tech Comms	Director	Diane Riddell	613-992-8440	Diane.Riddell@forces.gc.ca

National Film Board of Canada			1501 Bleury Street, Montréal Montréal, Quebec H3A 0H3	
Branch	**Title**	**Name**	**Phone**	**Email**
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Communications and public Affairs	Director	Lily Robert	514-296-8261	Lily.Robert@onf-nfb.gc.ca

National Research Council Canada				
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Communications Branch	A/Director General	Christine Aquino	613-949-7550	Christine.Aquino@nrc-cnrc.gc.ca;
Public Affairs	Director	Mireille Khouri	613-990-5380	mireille.khouri@nrc-cnrc.gc.ca

Natural Resources Canada			580 Booth Street Ottawa, Ontario K1A 0E4	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Portfolio Sector	Assistant Deputy Minister	Jeannine Ritchot	613-222-3800	jeannine.ritchot@canada.ca;
Public Affairs Branch	Director General	Danica Vaillancourt	613-866-4828	danica.vaillancourt@canada.ca;
Issues & Media Division	Director	Micheline Joanisse	613-854-0589	micheline.joanisse@canada.ca;
Strategic Communications Division	Director	Nerissa Young	613-790-4052	nerissa.young@canada.ca;
Digital and Engagement Branch	Director General	Jon Ward	343-543-3255	Jon.Ward@canada.ca;
Marketing & Creative Division	Director	Laura Carew	613-292-3088	laura.carew@canada.ca;
Web & Engagement Division	Director	*Charissa Harms	*start date 20/09/21	
Portfolio Management and Corporate Secretariat Branch	Director General	Jean-Clément Chenier	613-240-6325	jean-clement.chenier@canada.ca;
Access to Information and Privacy Secretariat	Director	Ami Najm	613-716-5238	ami.najm@canada.ca

Natural Sciences and Engineering Research Council of Canada			350 Albert Street, 16th Floor Ottawa, ON K1A 1H5	
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Office of the Commissioner of Lobbying of Canada			410 Laurier Avenue West, 8th floor Ottawa, Ontario K1R 1B7	
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Registration, Policy and Public Affairs	Director	Amélie Larin	613-793-1521	amelie.larin@lobbycanada.gc.ca

Office of the Commissioner of Official Languages			30 Victoria Street Gatineau, Quebec K1A 0T8	
Branch	**Title**	**Name**	**Phone**	**Email**
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Communications Division	Director	Isabelle Tessier	613-355-9343	Isabelle.Tessier@ocol-clo.gc.ca

Office of the Conflict of Interest and Ethics Commissioner			66 Slater Street, 22nd Floor Ottawa, ON K1A 0A6	
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Office of the Information Commissioner of Canada			30 Victoria Street, 7th Floor Gatineau, Quebec K1A 1H3	
Branch	**Title**	**Name**	**Phone**	**Email**
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Office of the Privacy Commissioner of Canada			30 Victoria Street - 1st Floor Gatineau, Quebec K1A 1H3	
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Office of the Procurement Ombudsman			**410 Laurier Avenue West, 4th Floor, Suite 400 Ottawa, Ontario K1R 1B7**	
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Communications and Corporate Management	Director	Anik Trépanier	613-355-3169	anik.trepanier@opo-boa.gc.ca
Office of the Public Sector Integrity Commissioner of Canada			**60 Queen Street, 4th Floor Ottawa, Ontario K1P 5Y7**	
Branch	**Title**	**Name**	**Phone**	**Email**
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Office of the Superintendent of Financial Institutions Canada			**255 Albert St. Ottawa, Ontario K1A 0H2**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Managing Director	Tracie Noftle	613-993-0577	tracie.noftle@osfi-bsif.gc.ca;
Strategic Governance Office	Director	Molly Sweet	613-998-6966	molly.sweet@osfi-bsif.gc.ca
Office of the Taxpayers' Ombudsman			**171 Slater Street Ottawa, Ontario K1A 0L5**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Public Affairs	Manager	Christianne Scholfield	613-946-2722	Christianne.Scholfield@oto-boc.gc.ca
Parks Canada			**30 Victoria Street Gatineau, Quebec J8X 0B3**	
Branch	**Title**	**Name**	**Phone**	**Email**
External Relations and Visitor Experience	Vice-President	Michael Nadler	613-327-5665	Michael.Nadler@pc.gc.ca;
Corporate Communications	A/National Director	Ed Jager	(613) 853-7447	Ed.jager@canada.ca;
National Celebrations	Director	Lauren Small	438-923-8164	Lauren.small@canada.ca;
Outreach & Marketing	A/Director	France Faucher	819-420-5090	france.faucher@canada.ca

Parole Board of Canada			410 Laurier Avenue West Ottawa, Ontario K1A 0R1	
Branch	**Title**	**Name**	**Phone**	**Email**
Public Affairs and Partnerships Division	Director	Mark Prieur	613-954-6547	Mark.Prieur@npb-cnlc.gc.ca

Patented Medicine Prices Review Board			333 Laurier Avenue West Suite 1400 Ottawa, Ontario K1P 1C1	
Branch	**Title**	**Name**	**Phone**	**Email**
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Privy Council Office			Blackburn Building 85 Sparks Street Ottawa, Ontario K1A 0A3	
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Operations	Director General	Jean Tessier	613-948-6677	Jean.Tessier@pco-bcp.gc.ca;
Defence and Security and International	Director	Myriam Massabki	613-952-6931	Myriam.Massabki@pco-bcp.gc.ca;
Socio-Economic Comms	Director	Frank Butara	613-957-5424	Frank.Butara@pco-bcp.gc.ca;
Corporate Strategic Integration	Director	Raymond Rivet	613-957-5233	Raymond.Rivet@pco-bcp.gc.ca;
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Strategic Communications	Director General	Fiona Nelson	613-957-5173	Fiona.Nelson@pco-bcp.gc.ca;
Media Centre	Director	Paul Duchesne	613-952-7543	Paul.Duchesne@pco-bcp.gc.ca;
Ministerial and Corporate Comms	Director	Taylor Paxton	613-948-6562	Taylor.Paxton@pco-bcp.gc.ca;
PM and Visual Communications	Executive Director,	Murray Jones	613-952-4954	Murray.Jones@pco-bcp.gc.ca

Public Safety Canada			340 Laurier Avenue West Ottawa, Ontario K1A 0P8	
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Communications Directorate	Associate DG	Leanne Maidment	613-991-3549	Leanne.Maidment@canada.ca;
Strategic Communications	Director	Ryan Baker	613-949-6191	Ryan.Baker3@canada.ca;

Public Affairs	Director	Ashleigh Wilson	613-949-7260	ashleigh.wilson@canada.ca;
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Public Service Commission			**22 Eddy Street Gatineau, Quebec K1A 0M7**	
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Public Services and Procurement Canada			**11 Laurier Street Gatineau, Quebec K1A 0S5**	
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Branch Planning and Management Services	Director	Mélissa Therrien	873-353-5374	melissa.therrien@tpsgc-pwgsc.gc.ca;
Communications Sector	Director General	Elizabeth Lindsay	819-420-7172	Elizabeth.lindsay@tpsgc-pwgsc.gc.ca;
Corporate Communications	Director	Julie Hahn	613-266-7287	julie.hahn@tpsgc.gc.ca;
Corporate Web	Director	Emmanuelle Gallays	613-866-9421	emmanuelle.gallays@pwgsc-tpsgc.gc.ca;
Outreach, Social Media and Creative Services	A/Director	Vannick Beauvalet	873-353-9326	Vannick.Beauvalet@pwgsc-tpsgc.gc.ca;
Procurement Communications	Director	Bryan Blom	819-420-5930	bryan.blom@tpsgc.gc.ca;
Public Affairs	Director	Me'shel Gulliver Bélanger	819-420-5433	meshel.gulliverbelanger@tpsgc-pwgsc.gc.ca;
Strategic Communications	Senior Director	Marie-Claude Hurens	819-420-5497	marie-claude.hurens@tpsgc-pwgsc.gc.ca

Royal Canadian Mint			**320 Sussex Drive Ottawa, Ontario K1A 0G8**	
Branch	**Title**	**Name**	**Phone**	**Email**
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Marketing and Communications	Chief Commercial Officer	Thomas Froggatt	613-220-3776	Thomas.Froggatt@mint.ca;
Product Development, Marketing and Communications	Director	Shawn Henderson	613-949-7976	Shawn.Henderson@mint.ca;

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Marketing and Communications	Director	Christine Aquino	613-993-9999	Christine.Aquino@mint.ca;
Corporate Branding & Marketing Services	Director	Paul-Jacques Boult	613-993-5092	Paul-JacquesBoult@mint.ca
Royal Canadian Mounted Police			**73 Leikin Drive Ottawa, Ontario K1A 0R2**	
Branch	**Title**	**Name**	**Phone**	**Email**
National Communication Services	Director General	Sharon Tessier	613-843-3151	Sharon.Tessier@rcmp-grc.gc.ca;
Strategic Communications (Corporate)	Director	David Gilbert	613-843-6169	David.Gilbert@rcmp-grc.gc.ca;
Strategic Communications (Operations)	Director	Jolene Bradley	613-843-6849	Jolene.Bradley@rcmp-grc.gc.ca;
Creative Services and Publications	Director	Kevin Fowler	613-843-4771	Kevin.Fowler@rcmp-grc.gc.ca;
Media Relations & Issues Management	Director	Daniel Brien	613-843-4272	Daniel.Brien@rcmp-grc.gc.ca
Senate of Canada			**40 Elgin St Room 1104 Ottawa, Ontario K1A 0A4**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director	Mélisa Leclerc	613-996-2751	Melisa.Leclerc@sen.parl.gc.ca
Shared Services Canada			**360 Lisgar Ottawa, Ontario K1P 2E4**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Organizational Effectiveness	Director General	Nicolino Frate	343-548-8798	nicolino.frate@canada.ca;
Public Affairs	Director		613-670-1623	
Strategic Communications	Manager	Andrew Norman	343-549-7679	andrew.norman2@canada.ca;
Strategic Communications	Director	Warren Braun	613-854-4531	
		Sari Abdallah		sari.abdallah@canada.ca
Strategic Communications	Manager	Claudia Munante		claudia.munante@canada.ca;
Social Sciences and Humanities Research Council of Canada			**350 Albert Street Ottawa, Ontario K1P 6G4**	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Division	Director	Andrea Matyas	613-992-4283	Andrea.Matyas@sshrc-crsh.gc.ca

Standards Council of Canada			600-55 Metcalfe Street Ottawa, Ontario K1P 6L5	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director	Annie Roy	613-238-3222x461	Annie.Roy@scc.ca

Statistics Canada			100 Tunney's Pasture Driveway Ottawa, Ontario K1A 0T6	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications and Dissemination Branch	Assistant Chief Statistician	Jacques Fauteux	613-951-7906	jacques.fauteux@canada.ca;
Communications Division	Director General	Gabrielle Beaudoin	613-218-0854	Gabrielle.Beaudoin@canada.ca;
Strategic Comms & Stakeholder Relations Div	Acting Director General	Lila Turenne	613-951-8427	lila.turenne@canada.ca;
Strategic Communications	Director	Michael Jacino	343-548-5008	Michael.Jacino@canada.ca

Supreme Court of Canada			301 Wellington Street Ottawa, Ontario K1A 0J1	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Services	Director	Chantal Portelance	613-996-7710	Chantal.Portelance@scc-csc.ca

Transportation Safety Board of Canada			200 Promenade du Portage 4th Floor Gatineau, Quebec K1A 1K8	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director	Nyree Costello	819-994-8032	nyree.costello@bst-tsb.gc.ca

Transport Canada			330 Sparks Street Ottawa, Ontario K1A 0N5	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications Group	Director General	Jacqueline Roy	613-990-6138	Jacqueline.roy@tc.gc.ca;
Communications Operations	Executive Director	RoxAnne D'Aoust	613-858-9052	RoxAnne.DAoust@tc.gc.ca;
Internal Communications & Strategic Business Planning & Management	Director	Susan Winkelaar	613-990-6140	susan.winkelaar@tc.gc.ca;
Web, Outreach and Creative Services	Director	Anick Rainville	613-990-6721	anick.rainville@tc.gc.ca

Treasury Board of Canada Secretariat			90 Elgin Street Ottawa, Ontario K1A 0R5	
Branch	**Title**	**Name**	**Phone**	**Email**
Strategic Communications & Ministerial Affairs	Assistant Secretary	Kelly Acton	613-369-9369	Kelly.Acton@tbs-sct.gc.ca;
Strategic Communications and Parliamentary Relations	Executive Director	Mark Stokes	613-369-3199	Mark.stokes@tbs-sct.gc.ca;
Strategic Communications OCHRO	Director	Sean Sutton	343-542-8340	Sean.sutton@tbs-sct.gc.ca;
Strategic Communications	Director	Nathalie Dussault	613-369-3190	Nathalie.Dussault@tbs-sct.gc.ca;
Communications and Federal Identity Policy Centre	Director	Tracey Headley	613-369-9380	Tracey.Headley@tbs-sct.gc.ca;
Ministerial Services	A/Senior Director	Janhabi Nandy	613-369-9391	janhabi.nandy@tbs-sct.gc.ca;
Digital Transformation Office	Director	Michèle-Renée Charbonneau	343-543-6175	Michele-Renee.Charbonneau@tbs-sct.gc.ca;
Digital Services	Director	William McMahon	613-369-9390	William.McMahon@tbs-sct.gc.ca;
Parliamentary & Cabinet Affairs	Director	Louise Hayes	613-369-9405	Louise.Hayes@tbs-sct.gc.ca;
Public Affairs	Director	Alain Belle-Isle	613-369-9368	Alain.belle-isle@tbs-sct.gc.ca

Veterans Affairs Canada			66 Slater Street Ottawa, Ontario K1A 0P4	161 Grafton St, Charlottetown, PE C1A 1L1
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director General	Faith McIntyre	902-940-1417	Faith.McIntyre@canada.ca;
Digital & Strategic Communications	Senior Director	Sarah Brown	902-940-1080	Sarah.Brown@canada.ca;
Public Affairs	A/ Director	Alexandre Asselin	613-297-2564	Alexandre.Asselin@canada.ca;
Stakeholder Engagement & Outreach	Director	Sylvie Thibodeau-Sealy	902-314-0153	Sylvie.Thibodeau-Sealy@canada.ca

Western Economic Diversification Canada			90 Sparks Street Ottawa, Ontario K1B 5B4	
Branch	**Title**	**Name**	**Phone**	**Email**
Communications	Director General	Robert Makichuk	613-941-0137	Robert.Makichuk@wd-deo.gc.ca

Harley House Consultants Inc.

Communications Management Process (HH-01)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

Participants are introduced to the 5-step Communications Management in this three-session virtual course (or one-day classroom delivery). The Communications Management Process ensures that the communications output or strategy is based on solid research and stays on track throughout the planning, development and delivery stages, and that adjustments can be made to existing campaigns. Adopting the Communications Management Process to oversee individual communications outputs, services, and complete campaigns, improves communications and cost effectiveness. This cannot be accomplished after the fact; it must be built in throughout the communications management process.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Introduction to the Communications Management Process
Session I – Instruction
- Step 1 – Public Environmental Analysis
- Step 2 – Planning

Breakout Group Assignment

Day 2 *(2 hours)*
Session II – Case Study (Steps 1 & 2)
- Breakout Group Presentations

Session III – Instruction
- Step 3 – Development
- Step 4 – Delivery
- Step 5 – Evaluation

Breakout Group Assignment

Day 3 *(1 hour)*
Session IV - Case Study (Steps 3, 4 & 5)
- Breakout Group Presentations

Session V - Review & Wrap-up

Overview

Extensive use is made of case studies and examples to illustrate how the Communications Management Process is applied within a federal government context.

Use is made of models and checklists to aid participants in applying the 5-step Communications Management Process to overall strategies and individual outputs.

Participants spend time working in small breakout groups to apply concepts and techniques to actual work-related assignments. The learning experience is further enhanced through group presentations and discussion.

Who Will Benefit?

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-5 level.

How Will You Benefit?

By adopting the Communications Management Process, communicators can increase the effectiveness of their communications efforts and have greater confidence in the advice and guidance they provide.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
For more information about other Communications Training sessions visit www.harleyhouse.com

Harley House Consultants Inc.

Strategic Communications in The Digital Age (HH-02)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This three-session virtual course (or one-day classroom delivery) course is a blend of classic strategic communications theory with information and approaches to deal with current challenges and communications opportunities.

Through six fast-paced sessions, participants help define what "strategic communications" means in today's context, look at the thinking process behind it, and learn how government departments are applying fresh and innovative approaches to current communications challenges through strategic initiatives and thinking.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I – The Strategic Thinking Process in the Modern Government Context
- The 6 keys to effective strategic comms

Session II – Audiences and the Public Environment
- Trends in communication
- The government "trust deficit"
- Data sources and techniques

Breakout Group Assignment

Day 2 *(2 hours)*
Session III – Case Study Presentations
Session IV - Creating Impact Through Alignment and Targets
- Formulating SMART objectives
- Staying on target
- Effective evaluation criteria

Session V – Maximizing Reach and Impact in the Digital Age.
- Building powerful messages
- The importance of being visual
- Partnerships and collaboration

Breakout Group Assignment

Day 3 *(1 hour)*
Session VI – Case Study Presentations
Session VII – Communications Evaluation
Session VIII – Achieving Goals Through Creativity and Innovation
Review & Wrap-up

Overview

The training session makes use of a range of tools, to:

- Build understanding of the power of a strategic approach to communications,
- Establish the thought processes that lead to truly strategic advice and approaches
- Create communications plans that will succeed in a quickly changing communications environment

Who Will Benefit?

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-6 level.

How Will You Benefit?

By learning to apply strategic thinking processes and approaches to modern challenges, you will produce better results for your department, improve your skills, expand your personal career options, and contribute to a positive appreciation of the quality of work performed by your communications organization.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

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Harley House Consultants Inc.

Public Environmental Analysis (HH-03)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This two-session virtual course (or one-day classroom delivery) introduces participants to a systematic and pragmatic approach to benchmarking, monitoring, and analyzing the public environment. During the training session emphasis is placed on the design and pre-testing of actual PEA tools.

Schedule

Day 1 *(2 hours)*

Introductions & Individual Objectives

Session I – Overview of PEA

Session II – Traditional Media Analysis
- Quantitative Analysis
- Qualitative Analysis

Session III – Social Media Analysis
- Quantitative Analysis
- Qualitative Analysis

Day 2 *(2 hours)*

Session III – Other PEA Tools
- Public Enquiries/Correspondence
- Partners Panel
- Public Opinion Research

Session IV – Ongoing Analysis & Reporting
- Benchmarking
- Ongoing PEA Reporting

Session V - Review & Wrap-up

Overview

The PEA tools introduced include the following:
- Qualitative & Quantitative Media Analysis
- Social Media Monitoring
- Public Enquiries/Correspondence
- Web Site Monitoring
- Partners Panel
- Public Opinion Research

Participants will be provided instruction on how to design tools, implement one-time and ongoing analysis, and prepare reports for strategic and evaluation purposes.

Who Will Benefit?

Junior to mid-level information officers, and communications advisors at the IS-2 to IS-4 level who are involved in monitoring the environment for research, evaluation, or public environmental analysis purposes.

How Will You Benefit?

During the training session participants will develop and pre-test actual PEA tools.

Participants will leave the session with an understanding of how to integrate various tools into an ongoing systematic PEA reporting system.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

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Harley House Consultants Inc.

The Power of Communications Evaluation (HH-04)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

New digital technologies have revolutionized our access to data on the communications habits of Canadians. But how do we use that information to create success for our communications programs and generate new and innovative methods of to build our relationships with audience groups? This three-session virtual (or one-day classroom delivery) course teaches participants how to harness the power of performance information and turn it into more effective, innovative communication plans.

Schedule

Day 1 *(2 hours)*

Introductions & Individual Objectives

Session I – The Case for Evaluation
- Changing government policies
- Communications competencies
- Proving our worth
- Getting to innovation

Session II – Options and Characteristics

Day 2 *(2 hours)*

Session III – The Project Evaluation Process
- The four steps to effective evaluation
- Different measurement approaches
- Towards a culture of evaluation

Session IV – Case Study Assignments

Breakout Group Assignment

Day 3 *(2 hours)*

Session V – Case Study Presentations

Session VI – Making it happen in your workplace
- Impediments
- Solutions
- Strategies for implementation

Session VII - Review and Wrap Up

Overview

This course provides participants with a road map to successful use evaluation in all their future communications activities. It builds motivation, knowledge, and skill by delving into all elements required to bring the power of evaluation to bear in their communications undertakings:
- The rationale
- A systematic approach
- Modern tools and techniques
- Implementation strategies that will make it all possible

Who Will Benefit?

Mid-level communications officers, advisors, and aspiring managers at the IS-3 to IS-5 level in all areas of communications activity.

How Will You Benefit?

Participants will leave the session with an understanding of why, when, and how to evaluate the performance of communications outputs and services. Emphasis is placed on linking communications activities to program and departmental goals and making effective use of data and analysis following completion of evaluation work.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

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Measuring Client Satisfaction (HH-05)

Harley House Consultants Inc.

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This three-session virtual course (or one-day classroom delivery), introduces participants to a wide range of primary and secondary research tools that can be used by communicators to measure internal and external client satisfaction with communications outputs and services.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I – Introduction to Measuring Client Satisfaction
- Why Measure Client Satisfaction
- Introduction to Client Satisfaction Research Tools
- GofC Opinion Research Policy

Session II – Designing Research Tools
- Research Objectives
- Types of Questions
- Sampling
- Analysis & Reporting

On-line Survey Completion

Day 2 *(2 hours)*
Session III – Presentation of On-line Survey Results
Session IV – Design of Client Satisfaction Strategies
- Annual Internal Management Surveys
- Post-Project Reviews
- User Surveys
- Secondary Data Sources

Session V – Case Studies
Review Assignments
- Breakout Groups

Breakout Group Assignment

Day 3 *(1 hour)*
Session VI - Breakout Group Presentations
Session VII - Review & Wrap-up

Overview

The focus of this course is on communications research rather than on public opinion research.

The specific communications research tools reviewed include:
- Annual Internal Management Surveys
- Post-Project Reviews
- User Surveys
- Secondary Data Sources

This hands-on session involves drafting actual research tools, developing sampling plans and compiling and reporting on results.

Who Will Benefit?

Junior to mid-level communications officers, and communications advisors at the IS-2 to IS-4 level who are involved in communications research and evaluation.

How Will You Benefit?

Participants will leave the session with an understanding of why, when, and how to measure internal and external client satisfaction with communications outputs and services.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:	Venue:	Date:	Location:
	Virtual Delivery	Negotiable	Remote
	Classroom	TBD	National Capital Region

For More Information / To Register:

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Employee Communications (HH-06)

Harley House Consultants Inc.

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

The impact that effective employee communications has on organizational success is rarely fully appreciated. Motivated, informed and involved employees impact the achievement of departmental goals and objectives every minute of every working day. This three-session virtual course (or one-day classroom delivery) runs the gamut of factors, planning approaches and tools that can turn your employees into one of your greatest corporate assets.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I – Intro to Internal Communications
- The Case for Employee Communications
- The Power of the Engaged Employee
- Advantages and Special Conditions

Session II – Internal Communications Planning Framework
- Analysis of the Internal Environment
- Internal Communications Objectives and Audience Profiling
- Internal Communications Activities
- Assessing Internal Communications Impacts & Effects

Session III – Introduction to on-line employee survey exercise

Breakout Group Assignment

Day 2 *(2 hours)*
Session IV – Presentation of survey results
Session V – Internal Communications Toolbox
- Current Internal Communications Best Practices
- Types of Internal Communications Tools
- Internal Communications Action Plans

Session VI – Case Study
- Internal Communications Planning Framework

Breakout Group Assignment

Day 3 *(2 hours)*
Session VII - Case Study Presentations
Session VIII - Change Management Comms
Session IX - Review & Wrap-up

Overview

Extensive use is made of case studies and examples to illustrate how internal communications can be applied within a federal government context.

Use is made of models and action plans to aid participants in applying best internal communications practices in order to plan and execute effective internal communications strategies.

Participants spend time working in small breakout groups to apply concepts and techniques to actual work-related assignments.

Who Will Benefit?

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-6 level.

How Will You Benefit?

The training is designed to give form and purpose to employee communications functions that are often pro forma and poorly thought out. Participants will learn a new appreciation of the importance and potential of employee communications, apply professional planning approaches to internal Comms work, and use innovative new tools to improve the moral and productivity of staff throughout their organization.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:	Venue:	Date:	Location:
	Virtual Delivery	Negotiable	Remote
	Classroom	TBD	National Capital Region

For More Information / To Register:

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For more information about other Communications Training sessions visit www.harleyhouse.com

Harley House Consultants Inc.

De-Mystifying Messages (HH-07)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

Considerable time is invested in formulating and obtaining approval of key messages for communications strategies and products (speeches, news releases, advertising, print and electronic media). This fun and dynamic three-session virtual course (or one-day classroom delivery) is designed to assist participants in developing messages that stick with the target audience and senior managers/central agencies.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I - Introduction to De-mystifying Messages
The Good, the Bad, and the Ugly
- W-5
- Levels of Messages
- Messaging Tools

Session II - Types of Messages
- GOC, Corporate, Program Messages
- Key/Lead Messages
- Body Messages
- Internal Messages

Breakout Group Assignment

Day 2 *(2 hours)*
Session III - AIDA Model
- Intro to the AIDA Model
- Exercise

Session IV - Messages that Stick (SUCCESS)
- Intro to the SUCCESS Model
- Exercise

Breakout Group Assignment

Day 3 *(1 hour)*
Session V - Case Study Presentations
Session VI - Review & Wrap-up

Overview

Extensive use is made of case studies and tools to illustrate how communications messages can be effectively and efficiently developed within a federal government context.

Use is made of a series of tools to aid participants in drafting messages that will resonate with target audiences, while at the same time meeting the needs of senior managers and central agencies.

The course explores how to improve the effectiveness of messages and increase the rate of message approval.

Participants spend time working in small breakout groups to apply concepts and techniques to actual work-related assignments.

Who Will Benefit?

Mid-level communications managers, account executives and communications advisors at the IS-3 to IS-5 level.

How Will You Benefit?

By adopting these approaches to message formulation, participants can improve the effectiveness of their communications messages and increase the rate of message approval.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
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Harley House Consultants Inc.

Issue and Crisis Management (HH-08)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

The management of issues and crisis should be a partnership between Ministers Offices, communications shops, program areas and regional offices in order to identify, monitor, prioritize and address emerging situations to allow the organization to respond quickly and effectively. This three-session virtual course (or one-day classroom delivery) offers participants the basics in identifying, preventing, and controlling issue and crisis situations. Effective management practices, including preparation, training, triaging and communicating are discussed, as are various stages of an issue/crisis, and the need to establish an issue/crisis management team.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I – Introduction to Issue & Crisis Management.
- What is Issue Management
- What is Crisis Management
- Best Practices in Issue & Crisis Management

Session II – Steps in Issue Management
- Identifying issues
- Analyzing and prioritizing issues
- Developing effective strategies
- Implementing strategies
- Evaluating outcomes

Breakout Group Assignment

Day 2 *(2 hours)*
Session III Review & Assignment Discussion
- Session IV – Steps in Crisis Mgt
- Anticipating and preventing crisis
- Defining objectives
- Assembling the right team
- Seeking credible information
- Keeping communications flowing

Breakout Group Assignment

Day 3 *(1 hour)*
Session V – Assignment Discussion
Session VI – Review and Wrap-up

Overview

Issues management is an anticipatory, strategic management process that helps organizations detect and respond appropriately to emerging trends or changes in the socio-political environment.

Crisis management is the process by which an organization deals with a disruptive and unexpected event that threatens to harm the organization or its stakeholders.

This course focuses on techniques to:
- Prevent and minimize issues/crisis
- Proactively identify an issue/crisis
- Assess and triage an issue/crisis
- Produce the right products
- Obtain approvals in a timely fashion
- Track and report on progress

Who Will Benefit?

Senior communicators, issues managers and communications advisors at the IS-4 to IS-6 level.

How Will You Benefit?

Making use of case studies, participants will recognize that not all issues and crisis should be treated the same. This reduces the number of critical issues and permits more effective processes for managing the priority issues/crisis.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:

Venue:	Date:	Location:
Virtual Delivery	Negotiable	Remote
Classroom	TBD	National Capital Region

For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
For more information about other Communications Training sessions visit www.harleyhouse.com

Communication and Engagement in Support of Change Management Initiatives (HH-09)

Harley House Consultants Inc.

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This three-session virtual course (or one-day classroom delivery) explores how to design a Communication and Stakeholder Engagement Strategy that is fully integrated into an organizations Change Management initiative. The course provides a detailed breakdown of the communications and engagement activities to be performed throughout the change initiative.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I – Introduction to Change Mgt.
- What is Change Management
- Change Management Models
  - Kurt Lewin's 3-stage model
  - Kotter's 8-stage approach

Session II – Communications Planning
- Communication Process
- Engagement Process
- Communications Strategy Logic Model

Breakout Group Assignment

Day 2 *(2 hours)*
Session III – Case Study Presentations

Session IV – Preparing a Communications and Stakeholder Management Strategy
Issues identification forms
- Daily tactics meeting
- Issues triage and ranking
- Exercise

Breakout Group Assignment

Day 3 *(1 hour)*
Session V – Case Study Presentations

Session VI – Review and Wrap-up

Overview

Effective communication and stakeholder engagement are at the heart of any successful change management initiative. Effective communication ensures that all stakeholders get the answers they need in a timely fashion and are actively engaged with the process. Delivery includes the completion of an online survey and breakout group assignments.

This course focuses on the following techniques:

- Communication Strategy Logic Model
- Communication Strategy Planning Template
- 9 - Step Communication Checklist
- Communication Action Plans
- Communications Management Framework
- Change Management Surveys

Who Will Benefit?

Mid-level communicators at the IS-3 to IS-5 level and CS-3&4 Project Managers who are involved in Change Management initiatives.

How Will You Benefit?

Change and communications managers will leave with a detailed outline of the communication and engagement activities that need to be performed throughout a project to help guarantee the success of a change initiative.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:	Venue:	Date:	Location:
	Virtual Delivery	Negotiable	Remote
	Classroom	TBD	National Capital Region

For More Information / To Register:

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Managing Stakeholder Relationships (HH-10)

Harley House Consultants Inc.

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

This three-session virtual course (or one-day classroom delivery) examines in detail the six key relationships that every organization should focus on. Participants will be introduced to strategies to identify, assess, and maintain relationships with key stakeholder groups and formulate plans to effectively engage with key stakeholders.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I - Introduction to Relationship Centered Model
Session II - The 6 Relationships
- Client Relations
- Media Relations
- Investor Relations
- Employee Relations
- Community Relations
- Government Relations

Breakout Group Assignment

Day 2 *(2 hours)*
Session III - Preparing Relationship Strategies
- Communication Management Process
- Engagement Continuum Process
- Relationship Logic Model
- Selected Relationship Management Tools

Session IV - Relationship Management Roles and Responsibilities

Breakout Group Assignment

Day 3 *(1 hour)*
Session V - Case Study Presentations
Session VI - Review & Wrap-up

Overview

The focus of this course is on assessing, building, and rehabilitating the key relationships that impact every organization. This course:
- Introduces participants to the Relationship Centered Model concept and how it is relevant to federal government departments and agencies.
- Examines in detail the six key relationships that every department/agency should focus on.
- Identifies optimal, satisfactory, and unhealthy relationship management practices.
- Reviews how to develop a Relationship Strategy to build, maintain and rehabilitate key relationships.
- Explores the roles and responsibilities for managing relationships in the federal government.

Who Will Benefit?

Government managers involved in policy, communications, and program delivery who engage with internal and external stakeholders.

How Will You Benefit?

Participants will leave the session with an understanding of why, when, and how to manage these key relationships to improve the effectiveness of their organizations.

Participants will also receive a copy of *"The 6 Relationships of Highly Effective Organizations"*

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:	Venue:	Date:	Location:
	Virtual Delivery	Negotiable	Remote
	Classroom	TBD	National Capital Region

For More Information / To Register:

For more information, or to register, please contact Dale Harley at 613-882-5684 or at dale@harleyhouse.com
For more information about other Communications Training sessions visit www.harleyhouse.com

Harley House
Consultants Inc.

Effective Delivery of Speeches, Presentations and Media Interviews (HH-11)

Making Communicators Better Managers – Making Managers Better Communicators

Introduction

Whether it is a parliamentary committee presentation, conference speech or and interview with national or local media, senior government officials are called on to share their insights and priorities. This three-session virtual course (or one-day classroom delivery) explores how to prepare officials to maximize their effectiveness through better planning, preparation, and delivery. Participants will be introduced to a series of process and best practices to arm officials to be more comfortable in the delivery of presentations, speeches, and interviews.

Schedule

Day 1 *(2 hours)*
Introductions & Individual Objectives
Session I - Introduction to Speeches, Presentations, and Interviews
- Customizing for the individual
- Overview of do's and don'ts

Session II – Media Interview Skills
Types of media interviews
Preparing for a media interview
- Conducting a media interview
- Post media interview

Breakout Group Assignment

Day 2 *(2 hours)*
Session III – Presentations and Speeches
- Preparation
- Pre-presentation preparation
- During the presentation
- Post delivery

Session IV – Tools to Maximize Effectiveness
- Key messages
- Q's & A's
- Body language
- Story telling/anecdotes
- Conflict resolution

Breakout Group Assignment

Day 3 *(1 hour)*
Session V - Case Study Presentations
Session VI - Review & Wrap-up

Overview

This is a training the trainer course. The focus is on preparing content and delivery that matches the situation and the skills, experience, and personality of the speaker. This course:

- Explores ways to better understand the speaker so that the content and delivery can be customized to respond to their strengths and weaknesses.
- Investigates the differences and similarities between various types of media interviews, speeches, and presentations
- Reviews alternatives to deliver messages and avoid conflicts.
- Examines processes, techniques, and tools to maximize the effectiveness of the speaker.

Who Will Benefit?

Communications professional and program managers involved in preparing their senior officials to deliver presentations, make speeches and conduct media interviews.

How Will You Benefit?

Participants will leave the session with an understanding of why, when, and how to assist senior officials prepare for and deliver effective presentations, speeches and interviews.

Fees: Remote Learning – Video Conferencing: $3,000 per Department/Agency - max 12 participants (includes printed participants manual)
In classroom: $500.00 per participant (Fee includes: Manual, Lunch, Breaks)

Schedule:	**Venue:**	**Date:**	**Location:**
	Virtual Delivery	Negotiable	Remote
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