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## **Strategic Communications**

Together, we will develop a solid and effective strategic communications plan with clear goals, key messages, action items and ways to measure success. The process involves considering several environmental and organizational factors and most importantly, ensuring we allow the plan to flow and adapt to changes, just like the ocean.

## **Promotional Writing & Products**

I can help you to create professional and successful promotional products. Depending on your communications objectives, here is what I can offer:

- ✓ Website hosting, text and layout;
- ✓ Social media posts with images;
- ✓ News releases, fact sheets, backgrounders;
- ✓ Newsletters, brochures & posters;
- ✓ Articles for newspapers, magazines, blogs...
- ✓ Signs, exhibit and event materials;
- ✓ SWAG (pens, t-shirts, gifts, etc)

## **Social Media Engagement**

I can provide a monthly service of regular social media posts and advertisements (including text, stories, video, images) for your social media accounts. Take the worry of managing your SM accounts off your shoulder! I will also set up your social media accounts, manage them and get you promoting your business/ organization efficiently!

## **Photography & Videography**

I will help you obtain professional images (stock & non-stock) for your business or organization. These will be images that will best highlight your products and services. I am also able to create engaging short videos to enhance engagement with your social media and website offerings.

## **Infographics**

Have you ever wanted to explain something to your clients or personalize a poster or advertisement to look just the way you want it to? Infographics help tell your story just as much as photos and video.

### ☐ **Media Relations**

Media relations is the art of informing the public about your products, services, policies and practices in a positive, consistent and credible manner. To help launch a product or to tell your story on a bigger scale, I can create and carry out a media relations strategy for you. I also offer tailored media relations training for your spokespersons.

### ☐ **Event Management**

Sometimes, promoting your business or organizations, means planning a special event like a lunch party or a press conference. With 10 years of planning ministerial events and another 15+ of planning both personal and professional events, I can pretty much successfully manage events with my eyes closed.

### ☐ **Issues Management**

Years of working with managing possible and actual media issues with the federal government have trained me to analyze, predict and react to potential issues quickly. When dealing with these situations, I can help you effectively prevent and prepare the desirable outcome, control the situation, recover from it and evaluate afterwards. I have also delivered crisis and issues management training to managers within the public service.

### ☐ **Bilingual services/ Official languages advice**

I speak both French and English fluently. All of my services above are available in both languages, including helping you communicate with your current and future clients in both languages. I also offer basic translation and interpretation services on myself and I contract them out if you need something more detailed.

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### **Fees**

My hourly fees are \$50 per hour with a discounted rate of \$40/ hour for non-profit organizations and members of the [EPABA](#) and the [CCFH](#). I also offer both flexible and fixed payment plans.

### **Want to chat?**

I also offer a free 30 minute no-commitment consultation to go over your communications and promotional needs. We will look at the options available and discuss your budget needs.

Call 902-223-8110 or email [info@oceancommunications.ca](mailto:info@oceancommunications.ca)