

NATIONAL Public Relations introduces NATIONAL Exchange

Breakfast workshops to feature ideas and insights on the transformational changes impacting communicators

TORONTO, April 21, 2016 - As part of NATIONAL Public Relations' 40th anniversary, Canada's leading communications Firm has created **NATIONAL Exchange** to help shape the next generation of communicators.

This series of workshops features an exchange of ideas and insights on the transformational changes impacting all communicators and advisers. The breakfast sessions range from discussing the key steps needed to build a personal brand to reviewing how digital is reshaping the way we develop compelling narrative. The sessions will be hosted by key experts from NATIONAL Public Relations and NATIONAL Equicom, NATIONAL's specialized IR, Financial Communications and Special Situations practice.

"NATIONAL is proud to take the initiative in creating this informative series. These sessions promise to be fun, informative and interactive – just the right mix for rising star communicators," said Kim West, Partner and Chief Client Officer at NATIONAL in Toronto. "It's our 40th anniversary and we can't think of a better way to celebrate than by giving back to our clients and friends."

The schedule includes:

Date	Session Name	Speakers
Tues., May 3	Data-driven Storytelling	Rick Murray/Mercedes Smith
Wed., May 18	Building your Personal Brand	Kim West/Joanna Wilson
Wed., June 1	Mixing the Science with the Art	Jon Litwack/Luc Levasseur
Wed., June 15	Strength in Numbers	Joe Racanelli/Conrad Seguin

More details and registration can be found at www.nationalprx.com

Data-driven Storytelling

Our role as communicators is essentially to reach and inspire people to act through a strong, compelling narrative. But the process of how we develop, tell and share our stories is going through a fundamental change, driven largely by a new media landscape and the advent of technology. Join Rick Murray, NATIONAL's Managing Partner in Toronto and Chief Digital Strategist, and Mercedes Smith, Content Strategist, for a discussion on what these changes mean for communicators. They will also share practical tips on how to deliver the right story in the right context to the right people at the right time.

Build your Personal Brand

As a young communications professional, you're focused on developing your craft and building profile and awareness for your company, agency or organization. But with more and better opportunities than ever before, are you taking the time to build your own personal brand? Join Kim West, NATIONAL Partner and Chief Client Officer for NATIONAL in Toronto, and Joanna Wilson, Vice President of NATIONAL's Toronto Healthcare Practice, for an interactive discussion on what it takes to become an industry leader, how to get recognized for your expertise, ideas and skills, and what channels to use to help build your personal brand.

Mixing the Science with the Art

Until recently, communicators had little to rely on but their experience and gut feel that their ideas and marketing campaigns would lead to measurable success. Advances in analytics and online search tools now make it possible to arrive at data-driven decisions before launching a new program, increasing the likelihood of success and a positive return on investment. Join Jonathan Litwack, NATIONAL's Director of Analytics & Insights, and Luc Levasseur, Director Corporate Communications, both in Toronto, as they review key research tools and lead a discussion on how to measure the outcome of any communications program.

Strength in Numbers

Communicators have a facility with words, and are able to develop interesting content and strong narrative with relative ease. But they sometimes lack comfort with numbers, missing out on career opportunities and access to the C-Suite. Join NATIONAL Equicom's Joe Racanelli, Vice President, and Conrad Seguin, Account Executive, for an interactive discussion on the key financial terms that communicators need to know. How are they calculated? Why are they important for your company's narrative?

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About NATIONAL Public Relations

NATIONAL Public Relations, founded in Montreal in 1976, is Canada's leading public relations firm, with offices across Canada in Vancouver, Calgary, Toronto, Ottawa, Montreal, Quebec City, Saint John, Halifax and St. John's. The Firm serves corporate and institutional clients, offering a full range of strategic communications services, including corporate communications, public affairs, stakeholder engagement, marketing, healthcare and digital communications, as well as financial communications and investor relations under the name NATIONAL Equicom. The NATIONAL network also includes Madano, a leading strategic communications consultancy based in London in the United Kingdom; and AXON Communications, which has offices in New York, Toronto, London and Copenhagen. AXON offers medical communications, public relations and clinical trial support services to healthcare companies around the globe. NATIONAL Public Relations is part of RES PUBLICA Consulting Group, and is affiliated internationally with public relations firm Burson-Marsteller, a WPP company. For more information about NATIONAL, please visit our website at www.national.ca or you can [follow us on Twitter](#).

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