

INFORMATIONAL INTERVIEWS

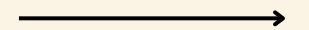
Rona Apsari, Neisha Pierre, Zoe Quenet, Anjali Vimalanathan



SENIOR COMMUNICATIONS ADVISOR

DAVE BOURNE

- A graduate of Toronto Metropolitan University (TMU), studied journalism
- Reporter, editor, and graphic design in news rooms in his community for over 10 years
- 20 years experience working in communications



CURRENT ROLE

Senior communications advisor at
Ontario College of Pharmacists

Typical tasks:

- Work with team, but works from home
- Writing news letter articles, interviewing for articles, managing media platforms
- Writing speeches for CEO and executives
- Filtering through away misinformation and pushing scientifically proven information



SKILLS

- Reputation/crisis/issue management (time limited)
- Being flexible
- Being a generalist
- Sharpening writing and strategy

ADVICE

- Student membership at the IABC
(International Association of Business Communicators)
(For mentorship and understanding the codes of ethic)
- Be passionate with the work you do, and reflect in organizations you work for and represent
- Know there is a learning curve



SENIOR ACCOUNT EXECUTIVE

KATELYN DRESSER

- Humber College graduate, Bachelor of Public Relations program in 2014
- Internship in the publicity department at the National Ballet of Canada
- Started as an account executive and became a senior account executive after a year at Citizen Relations



CURRENT ROLE

Senior account executive at Citizen Relations



Typical tasks:

- Working on influencer relations
- Doing research
- Paying influencers to create content
- Gifting
- Tracking the content for analytics to help make public relations plans stronger in the future



SKILLS

- Good writer
- Analytical, creative, and logical thinking
- Public speaking
- Efficient
- Organized

ADVICE

- Take any opportunities that you can get, such as volunteering
- Network as much as you can
- Maintaining relationships with professors and classmates
- Joining Canadian Public Relations Society (CPRS) which could get you opportunities to go to events and meet industry professionals



COMMUNICATION SPECIALIST

DANIELLE DUPUIS

- Bachelor of Public Relations, Humber College
- Postgraduate Certificate in Journalism
- Worked in journalism after her studies
- Now works in public relations and as a freelance writer



CURRENT ROLE



Communication specialist at Group Health Centre

Typical tasks:

- Checking social media analytics
- Reading and answering emails
- Checking content creation calendar
- Overseeing 22 programs, promoting events, writing press releases, managing social media accounts, redoing website

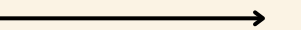


SKILLS

- Knowledge of Adobe programs
- Knowledge of social media trends
- Being proactive

ADVICE

- Present yourself professionally
- Always proofread everything
- Go to different departments and offer help
- Be friendly and pay attention during group work
- Build relationships with your classmates
- Meet deadlines



FOUNDER, CEO AND PRINCIPAL CONSULTANT

EILEEN TOBEY

- CEO, Founder, and principal consultant of beSpeak Communications
- Started in the political sector working in media relations
- Started her own public relations agency, ETC Communications
- Sold said agency to one of Canada's largest PR agencies, Cohn and Wolfe



CURRENT ROLE

- CEO, Founder, and principal consultant of beSpeak Communications
- Chair of Humber's Bachelor of Public Relations Program Advisory Committee
- CPRS and senior fellow in residence at Humber College

Typical tasks:

- Checking with the team
- Preparing for interviews
- Meeting with clients
- Speech Writing
- Working on deliverables
- Monitoring the new cycle and social media



SKILLS

- Flexibility
- Good listener
- Being proactive
- Demonstrating critical thinking
- Professionalism and ethical behaviour

ADVICE

- Stay current
- Be a sponge
- Trust in the work you do
- Network, Network, Network
- Start analyzing the world around you through a communication lens



REFLECTION

PROOFREAD

NETWORK

STAY CURRENT

PROFESSIONALISM

DEADLINES

BE FRIENDLY