

Carleen Carroll APR, FCPRS

Strategic Communications and Government Relations Consultant at Canadian Public Relations Society
Toronto, ON, CA

One of Canada's leading municipal communicators building trustworthy relationships and great public policy through two-way communications

Carleen Carroll, APR, FCPRS is an accredited strategic communicator and government relations expert widely recognized for taking a 'big picture' approach to building lasting, trustworthy relationships through two way communications. Carleen has lead award winning teams and influenced direction in government, banking, consulting and the telecommunication industries. She is a subject matter expert in developing an organization's communications capacity from the ground up, in stakeholder relations and public consultation, and, in managing competing issues to develop public policy. Much of her work in strategic communication planning has been cited for "best practice" innovation.

Carleen is a sought after and acclaimed public speaker on the topics of delivering excellence in communications and public engagement. She is an active member of the CPRS Hamilton Chapter and is currently the Ontario regional examiner for the national Canadian Public Relations Society Accreditation in Public Relations designation.

Keynote, Moderator, Panelist, Workshop, Host/MC

Public Relations and Communications, Media - Print, Writing and Editing, Corporate Leadership, Government Relations, Government Administration, Social Media

Strategic Communications Planning, Relationship Building With Stakeholders, Public Relations Best Practices, Brand Identity and Brand Management, Public Consultation and Community Engagement, Government Relations and Advocacy, Media and Presentation Coaching, Issues and Crisis Communications

Canadian Public Relations Society

Using Research to Set Priorities; A Business Case for Knowing

In this presentation, you will learn how research makes an organization more strategic and allows for better two way engagement with stakeholders.

How trustworthy are you?

A unique perspective on this crucial business imperative, some direction on the role of the PR practitioner in driving ethical behaviours and practices, an actual tool for self-assessment, current data and recommendations for the practitioner and management, and a case.

Once it's out there, you can't get it back

A lighthearted but informative session will provide with tips, techniques and survival strategies and guiding principles for successful media relations.

How To Successfully Incorporate Social Media Into A Comprehensive Strategic Communications Program Using A "Go Slow" Approach
6th Annual Municipal Communications Conference

Using Research to Set Priorities: A Business Case for Knowing
Canadian Association of Municipal Administrators Conference 2010

McGill University
Bachelor of Arts English

The University of Western Ontario
MA Journalism

Recipient - Pinnacle Award

In 2007, Carleen was the recipient of the Canadian Public Relations Society Hamilton Pinnacle Award for Communications Management.

Recipient - Mentorship Award

In 2011, Carleen was the recipient of the Canadian Public Relations Society Hamilton Mentorship Award.

Recipient - Award of Merit

In 2009, Carleen was the recipient of the Canadian Public Relations Society Hamilton Award of Merit for Writing.

Recipient - Pinnacle Award

In 2009, Carleen was the recipient of the Canadian Public Relations Society Hamilton Pinnacle Award for Communications Management and Social Marketing.

Recipient - CPRS Don Rennie Memorial Award

In 2011, Carleen was the recipient of the Canadian Public Relations Society Major Award for Excellence in Government Public Relations.

CPRS Award of Excellence

In 2003, Carleen was awarded the Canadian Public Relations Society Award of Excellence for Issues management for "Homeless in Halton: Building an Understanding". This project was also awarded a CPRS Toronto Ace Award in the crisis/issues management category.

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