

Carol Panasiuk APR, FCPRS LM

Principal at The Communications Department

Toronto, ON, CA

Seasoned professional communications strategist empowering clients by guiding improvements to their communications.

Description

Carol Panasiuk is a communications professional who is able to find the creative approach and newsworthy "hook" to deliver results that translate to the customer's bottom line.

As a Principle of the Communications Department, a consulting firm she co-founded in 2011, Carol offers the senior level strategic sounding board and the full range of communications activities you would expect from an in-house communications department without the overhead and management expense.

Carol has managed communications initiatives for a wide range of corporations. Her role with customers has touched on every aspect of corporate communications, from issues management and crisis communication to marketing communication, stakeholder/community relations and social media campaigns.

A senior executive with two international public relations consulting firms, Carol has worked with a variety of clients in a number of industries including: Lever Bros., Hallmark Cards, Ault Foods, The Terry Fox Run, Procter & Gamble, Compaq Canada, Royal Canadian Mint, and Deloitte Consulting.

She has also worked on government relations programs, advocacy advertising, and proactive media relations campaigns to help clients position themselves and their products. Crisis communications, issue management and crisis preparedness planning are also part of her portfolio.

In 2007 CPRS named her PR Professional of the Year in recognition of her many contributions to the industry and the organization. In 2012, CPRS recognized her with a life membership and made her a Fellow of the Society.

Availability

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Public Relations and Communications

Topics

Media Training, Marketing and Communications Strategies, Reputation Management, Crisis Communications, Effective Business Writing

Affiliations

Sample Talks

Being Creative: it doesn't have to be so hard!

This presentation discusses how to be more creative everyday and describes the top ten things you can do to generate more ideas to solve communications problems. It includes a description of how to conduct productive brainstorming sessions.

Business Writing Best Practices

The Business Writing Workshop is designed to improve your team's level of professionalism and the consistency of their business communications. The seminars are hands-on and dedicated to enhancing the participants' confidence and competency as business writers and communicators.

Education

University of Toronto - Victoria University

Bachelor of Arts History, English

Humber College

Honors Diploma Public Relations

University of Toronto - Rotman School of Management

MBA

Accomplishments

Recipient - CPRS Toronto Public Relations Professional of the Year

In 2007, the Canadian Public Relations Society Toronto named Carol as the PR Professional of the Year in recognition of her many contributions to the industry and the organization.

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