

# **Caroline Kealey**

**Founder and Principal at Ingenium Communications**

Ottawa, ON, CA

An internationally-recognized expert speaker and trainer in strategic communications and evaluation. Fluently bilingual in English & French

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## **Biography**

Designated as an IABC All Star and internationally recommended speaker, Caroline is an expert communications strategist, speaker, trainer, facilitator and author. She has provided stewardship for the company's growth since she founded the firm in 2001. Fluently bilingual, Caroline has over 20 years of experience in her field.

Caroline is the author of the Results Map Handbook: The Essential Guide to Strategic Communications Planning.

An authority in communications strategy design, Caroline has developed over 400 strategies for a range of clients in the public, association/not-for-profit and private sectors. She brings a unique blend of communications, marketing, evaluation and facilitation expertise to all client projects.

Caroline is a winner of a Top 40 Under 40 Award as well as several provincial and national awards for communications and marketing strategies. These include a first place Hygeia Award for Excellence in Health Communications and a 2010 IABC Excel Award for Crisis Communications, for her work on Canada's response to the Conficker C computer worm.

Her experience and insights into professional communications has led to an extensive practice in the area of training and workshop facilitation, including major international sessions delivered for the United Nations, Canada-US Task Forces and a range of global clients.

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance

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## **Industry Expertise**

Social Media, Public Relations and Communications, Direct Marketing, Corporate Training, Education/Learning, Corporate Leadership, Management Consulting, Advertising/Marketing, Professional Training and Coaching

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## **Areas of Expertise**

Communications Strategy, Strategic Planning, Change Management, Internal Communications Training, Social Media Communications, Results-Based Management, Communications Leadership, Communications Evaluation, Issues Management, Stakeholder Communications and Mapping

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## **Affiliations**

IABC

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## **Sample Talks**

### **Government of Canada 2012 Communicators' Learning Summit**

One of the most under-recognized ways for communicators to add unique value is by asking insightful questions. Learn the 10 most powerful questions in strategic communications that consistently generate breakthrough results for organizations.

Gain new skills in providing strategic advice through the use of these simple but powerful questions that immediately contribute clarity, focus and innovation to communications activities.

### **Results Map Marketing and Communications Strategy Lab**

There has never been a more compelling time for communicators and marketers to deliver & measure value. This workshop introduces a breakthrough methodology to do just that. The Results Map is an innovative program that helps communicators and marketers build capacity in strategic planning and evaluation. This hands-on workshop provides participants with the opportunity to work on their own case studies and work through a powerful process to design a strategic plan focused on measurable outcomes.

### **Strategic Communications Planning: Focus on Social Media**

In this presentation, Caroline Kealey shares a step-by-step strategy focused on results that can be applied to your social media initiatives. The discussion includes the pros and cons of available social media applications, how to apply the lessons you've learned in conventional media, and how to succeed in an environment full of new opportunities and unique challenges and risks.

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## **Event Appearances**

### **Issue Management: Strategies that Work**

IABC World Conference

### **International Association of Business Communicators World Conference**

International Association of Business Communicators World Conference

### **International Association of Business Communicators Workshop**

Communications Strategy Workshop

### **International Association of Business Communicators World Conference**

International Association of Business Communicators World Conference

### **Social Media Communications Planning and Guidelines**

The Conference Board of Canada - Public Sector Social Media Conference

**Your Intranet Won't Save You**  
Federated Press Intranet Conference

**Results Map Marketing and Communications Strategy Lab**  
MARCOM Professional Development Annual Forum

**Communications Evaluation: Cost effective ways to measure**  
MARCOM Professional Development Annual Forum

**Evaluation Boot Camp**  
International Association of Business Communicators Workshop

**The 10 Most Powerful Questions in Strategic Communications**  
Government of Canada 2012 Communicators' Learning Summit

**The Communications Strategy Lab**  
International Association of Business Communicators Event Series

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## **Education**

**Carleton University**  
B.A. (Highest Honours) Communications

**Carleton University**  
M.A. Canadian Politics and Political Philosophy

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## **Accomplishments**

### **Recipient - Top 40 Under 40 Award**

Established in 1995, Canada's Top 40 Under 40 celebrates the achievements of Canadians who were under the age of 40. The 25 members of an independent advisory board, who work in a wide variety of fields, choose the honorees from about 1,100 nominees through a selection process based on five criteria: vision and leadership; innovation and achievement; impact; growth and development strategy; and community involvement and contribution.

### **IABC All-Star**

Achieved the rank of All Star Speaker by the International Association of Business Communicators.

### **Finalist - Sara Kirke Award for Women Entrepreneurship**

The Sara Kirke Award for Woman Entrepreneurship is presented to the woman who has shown the most outstanding technological innovation and corporate leadership -- leadership that has significantly expanded the frontiers of Canada's advanced technology industry. The purpose of the Award is to celebrate innovation, entrepreneurship and create positive role models for women.

**Recipient - IABC Excel Award for Crisis Communications**

The Excellence in Communication Leadership (EXCEL) Award, one of the highest honors IABC can bestow, recognizes a person who is not an IABC member but exhibits leadership in fostering excellent communication. These contributions include such achievements as initiating, directing, supporting or sustaining outstanding and effective communication programs.

**Recipient - New Business of the Year Award****Recipient - 2007 Hygeia Award - First Place for Strategic Communications Planning**

The Hygeia Awards honour outstanding pieces and accomplishments across Canada. The awards program encourages Canadian health care public relations professionals to strive to meet the highest standards in their communications work, regardless of size, resources or location of their place of employment. There are nine award categories.

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