

Conway Fraser

CEO at Fraser Torosay Inc.

Waterloo • Toronto, ON, CA

Crisis Communications • Media Coach • Bestselling Author

Biography

Conway Fraser is a bestselling author on the topic of crisis communications and an active fixer for companies dealing with everything from COVID-19 to social media mobs -- and every crisis in between. As a national award-winning former CBC investigative journalist, Conway knows where the media is going with a story often before they even do. Conway is a regular media commentator and public speaker on issues related to crisis communications, issues management and media performance. He is also co-author of "Leaders Under Fire: The CEO's Survival Guide to Navigating Corporate Crisis", which hit the Amazon International Bestseller list within weeks of its release.

Availability

Keynote, Moderator, Panelist, Author Appearance, Corporate Training

Industry Expertise

Public Relations and Communications, Professional Training and Coaching, Business Services

Areas of Expertise

COVID-19 (Coronavirus), Crisis Communications, Media Relations, Media Training, Reputation Management, Issues Management, Crisis and Issues Management

Education

Laurentian University

BA Political Science

Canadore College

Diploma Broadcast Journalism

Accomplishments

Amazon International Bestselling Author

Conway co-authored "Leaders Under Fire: The CEO's Survival Guide to Navigating Corporate Crisis", a book that hit the Amazon International Bestseller list within weeks of its release.

Gemini Award

The Gemini is the Canadian version of the American Emmy Award. Conway received this one for a documentary he produced for "The National" -- a national news magazine program for the Canadian Broadcasting Corporation.

22 various journalism awards

Over a 20-year career, Conway was a winner or finalist for 22 journalism awards including a number with the RTNDA and Canadian Association of Journalists -- national awards.

Top 40 Under 40

Received when Conway was still considered "young".

Laurentian University Young Leader Award

Awarded when Conway was able to use "young" and "leader" in the same sentence.

Testimonials

Gabriela Sanchez

"Conway Fraser has a clear understanding of the need for information required by the different audiences and is an excellent partner for any management group that is dealing with communication, particularly crisis communication. His down to earth approach, professionalism and experience in mining and journalism, proved invaluable before, during and after dealing with a crisis that forced our mine to stop operating for several months due to an outside union blockade. Conway provided management excellent support 24-hours a day and helped us make sure the Company was always in control of external communications in an efficient and timely manner. Our experience with Conway was so valuable to us, that we continued to use his services after the crisis on a retainer basis. I would highly recommend Conway Fraser to any mining Company whether they want an on-going and pro-active communication program or during a crisis management situation."

Steve Currie

"At Communitech, we tap into Conway's expertise for Crisis Communications planning and issues management. He also acts a senior advisor to many of the tech startups in the region. We are very fortunate to have someone of Conway's capability in our community where he brings much needed senior skills to the table including general marketing, presentation, crisis communications and issues management."

Peter Evans

"Conway gets my (coveted) 5 Star Rating. His experience as an award-winning investigative journalist has prepared him well for what he does as a trusted advisor with a variety of companies. But it's his passion for storytelling and his acute understanding of how the world of media works today that sets him apart. Conway has the insights that you can only get from somebody who sees a story from both sides of the camera. I have sat in on his workshops and they are simply incredible. Every executive or subject matter expert who needs to communicate better would benefit from what he teaches in these sessions. He has a unique way of de-jargoning a topic and making smart people (experts) feel more at ease with his easygoing style and a very sharp sense of humor. At ExpertFile, we selected Conway to offer a media coaching workshop tailored to select corporate and institutional clients in the US and Canada. This partnership has been a major win for us. I couldn't say better things about Conway."

Jon Treen

"I worked closely with Conway in the areas of media training, message preparation, and crisis communications -- areas that are not native to mining professionals and our everyday responsibilities. Conway Fraser was able to help me understand the value in clearly communicating, both externally with the media and internally with employees. His counsel in this area was invaluable and his training helped me prepare for tough questions. He was an invaluable asset in getting our message out. The added value is the fact that Conway isn't like other professional communicators -- he truly understands the mining sector and the challenges it faces in getting its message out in a positive manner. I would highly recommend Fraser Torosay for strategic communications."

Scott Brooks

"Conway Fraser is the kind of advisor every tech-based company should have on its roster. Conway has the uncanny ability to take the most complicated processes and distill them down into clear, concise and effective messaging that connects with whatever audience you're trying to reach — potential customers, interested investors and prospective employees. He is a natural storyteller and an analytical, strategic thinker. His background as a journalist is evident in the boardroom when he asks the kind of questions that makes a team work hard to see things they hadn't seen before — making them better and improving the product. His value lies well beyond strategic communications. He is an advisor who approaches his clients with the kind of passion and vigour that you would expect from someone who actually has ownership in the company. He is highly recommended."

Don Duval

"I have worked with Conway Fraser on a variety of initiatives while serving as the CEO of NORCAT. Conway has demonstrated outstanding skills and passion as an advisor working and mentoring early stage tech companies on marketing, communications, PR, and pitching to investors. In addition, he delivers an outstanding media training workshop and is one of the highest rated speakers in our entrepreneurship education program at NORCAT. I and our clients that he has worked with can't say enough about Conway, both personally and professionally. On the personal side, I can say that Conway has become a great friend and always willing to engage in a healthy debate on whatever topic he thinks he can win at. On the business side, we will continue to recommend him to companies seeking a creative, passionate, and trusted PR, media, or communications advisor."

Guy Venne

"I have recommended Conway Fraser to many of my clients and friends needing effective communication strategies to deal with sensitive business issues. Conway is a master of communication, he is able to distill subject matter to its essence and then prescribe the best strategy to achieve the desired outcomes. From the words chosen, to the tones used to communicate them, one can easily conceive of the successful alchemy. Many of my referrals have thanked me for recommending Conway. Affirmation enough for me to continue."

Shawn Poland

"Conway Fraser's media training is the best I've ever seen. Conway was recruited to work with our faculty experts in order to provide them with the tools and confidence to handle media interviews with authority. His coaching is practical, informative and engaging. As a result, our experts are fast-becoming 'go to' sources for media, helping to build our College's brand with potential students and our stakeholders in both the community and corporate world."

John Pollesel

"I highly recommend Conway as a business partner for any company seeking to strategize and execute media relations. He is excellent at taking complex issues and distilling them to simple terms with clients to ensure that their communication to the intended audience(s) is very effective. Conway is very practical in his approach and provided me and my team invaluable media training to manage very difficult issues in extremely sensitive situations. He is highly capable in formulating communications strategies that reflect the business objectives and values of our company; he is by far the best media and public relations consultant that I have worked with in my career."

Cecil Rosner

"His ability to put people at ease and encourage them to tell their stories is superb. I still use some of his stories in my ongoing training sessions. If he is teaching you about how media operate, rest assured he can do it as he knows the subject inside out."

Chris Mercer

"What can I say about Conway that hasn't been said - he is a trusted advisor, a creative problem-solver and someone who you can rely on on either your best or worst day. Conway is a savvy professional who I have hired on multiple occasions and would not hesitate to do so again. No matter the complexity of the job, he and his team always find a way to deliver positive results for your company. Any organization can benefit from his guidance, whether it be related to communications, marketing, media relations, crisis communications, organizational strategy, and/or reputation management. You won't regret making the call."

Alison Crawford

"From 2003 to 2006 Conway and I worked in close partnership on the award-winning CBC Winnipeg investigative unit. Working with Conway was a pleasure, not only because he is almost always calm but he is a thorough researcher, planner and interviewer. Conway can see any story from every point of view, anticipate problems and was already prepared with back-up plans. He's also one of those journalists who truly is a good listener. Whether through his sense of humour or compassion, Conway always helped make all our interview subjects feel comfortable in front of the microphone and camera."

Kelly Strong

"I've worked with Conway on a number of projects with all of them having very positive outcomes. He's helped me develop professionally in the field of communications and strategic thinking. I would definitely recommend Conway to other clients."

Steve Dunlop

"I have had the chance to work with Conway over the last 2 years. Although I have appreciated his guidance and training on media and communications over that time, it wasn't until recently when I saw his commitment and expertise become invaluable. Conway was able to develop a communications plan both internally and externally for a difficult realignment at our Operations. Conway was available 24 hours a day and his guidance through a very difficult time proved to be extremely helpful and timely. I have also had a chance to experience one-on-one media training with Conway as well as in-depth learning from his colleague, Randi Ray, on Indigenous relations. These have been enlightening and I will be able to take these learnings far beyond my current role. I look forward to working with Conway and his team in the future and look forward to seeing their positive impact in the industry."

Dominic Giroux

"I highly recommend Conway who can serve as an effective, external strategic sounding board for any senior executive in the private or public sector. He is smart, versatile, serves as an excellent "devil's advocate" to identify the weaknesses of your corporate strategies. If you have to lead a major transformation, I can't think of a better external resource to help you sharpen your strategy, develop and align key messages for your various audiences."

Andrea Loziuk

"Conway and his partner conducted media coaching sessions with IDC Canada's team of research analysts in the spring of 2016. The chemistry and dynamic between the two cannot be matched – together they make a great team who have experience in both the print, online and broadcast channels of journalism and did a great job training our team to play to their strengths. Our analysts had nothing but positive feedback following the sessions, and I've seen an increase in not only the responsiveness and willingness of analysts to work with the media, but also an increase in the number of media mentions IDC Canada receives in the news. He has been integral to a positive cultural change on the IDC team, arming them with the skills they need to be successful in the press."

Nick Davis

"Conway Fraser was one of the most efficient and talented reporters I have had the pleasure to work with. His ability to turn stories around in a fast and accurate manner, and the professional way he approached his work was a good example he set for younger journalists like myself."

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