

Gordon K. McIvor, Ph.D.

Executive Director at National Executive Forum on Public Property

Toronto, ON, CA

Distinguished leader in the Canadian public relations and communications industry with a wealth of first hand experience

Description

Over thirty years of experience in the PR/Communications industry. Has received numerous honours and awards for communications work from industry peers, including the ACE Award from the Canadian Public Relations Society. Is a member of the College of Fellows of the Canadian Public Relations Society, and founded the CEO of the Year Award in Communications under their banner 20 years ago, viewed as the most important communications award for business leaders in Canada. Worked for over 23 years with Canada Lands Company and its predecessor company, CN Real Estate, as the lead communications and government affairs executive in both companies. Completed several contracts with The World Bank in 2012-2013, and presently in the process of publishing a paper with this international institution. Chair of the Alliance française schools in Toronto, of the Communications and Public Relations Foundation of Canada, and of the Speakers Committee at the Empire Club of Canada. Executive Director of the National Executive Forum on Public Property. Senior Communications Advisor to Jesson Communications, a Toronto-based PR and Communications firm.

Industry Expertise

Public Policy, Writing and Editing, Government Relations, Media - Online, Public Relations and Communications

Topics

Strategic Communications Planning, Media Relations, Government Relations, Corporate Public Materials, Corporate Social Responsibility, Governance Issues, Bilingual Communications Campaigns, City Building and Public Real Property Development

Affiliations

CRPS, The World Bank, The Empire Club of Canada, Communications and Public Relations Foundation

Sample Talks

Francophile du Monde...A Voyage of Discovery

How perfecting French led to a lifetime of curiosity, discovery and a love of reaching out to other cultures and ways of perceiving the world.

Adjusting Communications Strategies to targeted demographics and marketplaces

The cultural and social imperatives inherent in any communications strategy.

Past Talks

Selling Canadian Expertise on the Indian Sub-Continent

Guest lecturer

Education

Université Paul Valéry (Montpellier III)

Masters of Arts and Ph.D. Comparative Literature/Philosophy

York University - Glendon College

Bachelor of Arts Honours Degree French Language and Literature

Accomplishments

Numerous contributions to the profession.

Regular guest lecturer at PR and Communications courses across Canada, Chair of the Communications and Public Relations Foundation, Creator of the CEO of the Year Award in PR and Communications, ACE Award recipient, CPRS Community Service Award, College of Fellows and Chair of the College's PD Program, contributor to CPRS National Conference content every year, newspaper articles on PR and Communications issues, etc.

Testimonials

Numerous testimonials available on Linked

In.

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