

# **Nicole d'Entremont**

**Founder and Partner at Waterwood**

**Communications**

Ottawa, ON, CA

Marketing Communications Speaker

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC

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## **Industry Expertise**

Public Relations and Communications, Media - Broadcast, Writing and Editing

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## **Topics**

Writing for the Web, Writing in Plain Language, Telling Your Corporate Story, The Media and Your Message, Branding Your Company or Organization

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## **Affiliations**

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## **Sample Talks**

### **Writing for the Web**

Words rule the Web. Yet all too often, they're an afterthought. Organizations invest in software, information architecture and design when the fastest and most cost-effective way to enhance a website is through great content. Writing for the Web addresses the incredible value of communicating in clear, concise language. This interactive session equips participants with tools to harness the power of the web. Maximize your site's potential and make your message count.

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## **Past Talks**

### **Building Your Brand Architecture**

Meeting of the Association of Canadian Occupational Therapy Regulatory Organizations

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## **Education**

### **Boston University**

Dual Master of Arts International Relations and International Communications

**Salzburg College**

Study Abroad Program International Communications and Public Relations

**University of Ottawa**

Bachelor of Arts Honours Interpersonal and Organizational Communications

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