

Rob Cottingham

Principal at Social Signal

Vancouver, BC, CA

Strategic communicator, bridging the online and offline worlds / Social Signal founder

Description

* Leadership communications strategist and speechwriter for national political leaders, CEOs, provincial premiers, finance ministers and social change leaders

* Speaker and workshop leader, inspiring and educating audiences ranging from the Canadian Marketing Association to the Conference Board of Canada

* Humorist and cartoonist

For nearly 30 years, I have helped leaders in government, business and advocacy engage with audiences in both the digital and offline worlds.

Iâ€™ve written speeches for party leaders in national election campaigns, CEOs at public hearings, labour leaders at conventions, and Lieutenant-Governors delivering Speeches from the Throne. And Iâ€™ve coached leaders on speaking at everything from an intimate gathering of high-worth potential donors to nationally-televised debates.

Iâ€™ve been immersed in digital engagement from the days of dial-up online forums of the early 1980s. My wife Alexandra Samuel and I launched Social Signal in 2005, and created ground-breaking online community projects for clients including BC Hydro, TechSoup and Vancity.

I speak on leadership communications and online engagement. And I provide training and facilitation to government departments, political parties and conferences on everything from basic Internet skills to online advocacy.

My blog (<http://robcottingham.ca/blog>) launched in 2001, and now focuses on leadership communications. I also draw the Noise to Signal cartoon (<http://robcottingham.ca/cartoon>) on life, work and business in the digital era, and perform in a variety of venues as a standup comic.

Availability

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

Industry Expertise

Writing and Editing, Political Organization, Corporate Leadership, Public Relations and Communications, Non-Profit/Charitable, Social Media, Advertising/Marketing, Internet, Government Relations

Topics

Internet and Society, Writing, Public Speaking and Leadership, Humor, Communications, Social Media, Leadership, Speechwriting

Affiliations

IABC

Past Talks

The Soul of the Marketeer – no, wait.
Fireworks Factory

Damn Near Brought the House Down
IABC/BC: If I Knew Then What I Know Now

Teh Funny
Northern Voice

TMI: Sharing, oversharing and ¼bersharing - where to draw the lines today
Social Media Week Blogging Summit

Social Media and Sports Medicine
SportMedBC AGM

Employer Branding and Social Media
BC Human Resources Management Association webinar

How a pigeon made me a better speechwriter
The Flame storytelling series

Education

Carleton University
BA Political Science, Journalism

University of Ottawa / Universit  d'Ottawa

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