

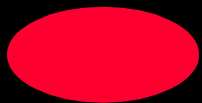




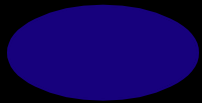
Strategic Corporate Positioning



Reputation Management



Investor Communications



Government and Stakeholder Relations



Media Relations, Crisis Management &
Damage Control



Community Investment



Managing the Spotlight

The 24 hour global news cycle and the power of the internet have had a profound effect on how businesses communicate with their stakeholders, whether they are shareholders, customers, suppliers, government officials, or the marketplace itself. A business no longer has hours or days to react - it has minutes.

CEOs and other senior corporate officials have a new role in the information age. They are the public face of a corporation. Industry stakeholders place them under tremendous scrutiny. Building the profile of key corporate officials is as important as building the reputation of a company.

Your bottom line is impacted by what people think of you.

Consumers are faced with information overload. The challenge is to stand out, to differentiate itself from the clutter, and to get its precise message into the hands of its target audience.

Spotlight Strategies provides contacts in all levels of government and a superior service to build, protect and enhance reputations.

For small to medium size enterprises, we are a communications department "on wheels" without the expense of full-time communications staff. For larger firms, we can provide senior communications advice to your team.

We maximize your potential by helping you and your company to manage the spotlight.





Strategic Corporate Positioning

A good strategy is based on an understanding of the environment, corporate objectives, strengths and weaknesses, opportunities and threats, and the appropriate tactics you need to reach your goals. How does the community perceive you? How does the market perceive you? Is that perception consistent with the strategic objectives you have defined? We can help you establish communications objectives and build a disciplined strategy.

- ▶ Establish goals and objectives
- ▶ Identify stakeholders and target audiences
- ▶ Select your message and tactics
- ▶ Position the right people to successfully manage the strategy
- ▶ Implement, evaluate, adapt

Strategic Planning

Single issues that emerge on the public agenda can provide new business opportunities or they can push your business plan off course. Be in the driver's seat when industry issues such as greenhouse gas reductions, insurance rates, business activities abroad, cross-border trade and security, gas pricing or power deregulation become public debates. Be in a position to influence governments and the outcome of those public debates.

- ▶ Anticipate the public agenda
- ▶ Identify specific issues
- ▶ Monitor and manage the media
- ▶ Control public meetings and information
- ▶ Manage government relations

Reputation Management

A positive corporate or personal reputation is increasingly an important success factor. Customers and investors heed corporate reputations. Senior executives have become the public face of corporations. Public positioning and media savvy are essential for the success of your business and the satisfaction of your shareholders. An effective reputation management strategy is based on:

- ▶ Enhancing executives' personal reputations
- ▶ Raising the profiles of the public faces of your company
- ▶ Positioning the corporation
- ▶ Conducting research, including polling and focus groups
- ▶ Building relationships with stakeholders and governments
- ▶ Managing public issues
- ▶ Being prepared for crisis management and damage control
- ▶ Managing media relations
- ▶ Planning community investments strategically
- ▶ Building community relationships
- ▶ Media Training





Investor Communications

Investor confidence and public trust in a company and its CEO impacts your share price and access to capital with both institutional and retail investors. A precise communications plan targeted to investors, governments, regulatory bodies and the financial media pays a dividend.

- ▶ Annual Meetings
- ▶ Annual Reports
- ▶ Newsletters
- ▶ A strategic plan to communicate with shareholders
- ▶ Presentations
- ▶ Speechwriting

Government & Stakeholder Relations

No one operates a business without the government taking an interest. Understand how to affect government policy. Influence decision-makers and the stakeholders who influence government. Anticipate issues, communicate with legislators and regulators, and when necessary, build coalitions and wage a public debate.

- ▶ Know how to influence decision-makers
- ▶ Monitor issues - never get surprised by the public agenda
- ▶ Plan information campaigns
- ▶ Build relationships and coalitions
- ▶ Influence legislative action
- ▶ Get your perspective heard
- ▶ Communicate with governments and stakeholders in both of Canada's official languages

Spotlight Strategies has the networks you require to be effective in dealing with all levels of government, whether in Edmonton or Ottawa, or when taking advantage of our unique relationships with Atlantic Canadian provincial governments.





Media Relations

The media is the single most important means of communicating to most of your audiences, including government, investors, customers and special interest groups. Today's highly fragmented and specialized media with the 24-hour news cycle means your audiences have multiple sources of information, all influential. The response rate to breaking news has never been quicker; and the volume of media has never been greater. Managing the media professionally is one of your best investments. Ensure that your perspective gets covered.

- ▶ Media monitoring and analysis
- ▶ Experienced, well-connected personnel
- ▶ Messaging the media
- ▶ Press releases, press conferences and other tactics
- ▶ Media training and coaching

Crisis Management and Damage Control

Sometimes things go wrong. Or could go wrong. That is when all eyes are watching how you perform. Rapid response is imperative. The scope of media exposure escalates exactly when you have the least time to deal with it. Corporate reputations are defined – and destroyed – in seconds. Are you prepared? Do you have the expertise to react? What you do is only part of the solution. How you explain it to people makes all the difference.

- ▶ Pre-emptive crisis communication planning
- ▶ Crisis media relations
- ▶ Public information
- ▶ Controlling negative fallout
- ▶ Converting the incident to a positive

Community Investment

Companies exist in communities. Communities make buying decisions and investment decisions. They influence decision-makers – whether in government, or amongst special interest pressure groups. They decide whether the best and brightest want to work for you, or your competitor. Are you going to be perceived as the respected pillar of the community, or the bully on the block?

Many corporations are generous in their support of worthwhile community projects, but it is no less philanthropic for the company and the executives to receive appropriate public recognition for their support.

The selection of appropriate causes, the negotiation of the right profile in return, and the leverage of those activities into an enhanced reputation are legitimate benefits of a corporate giving strategy.

- ▶ Develop an effective community relations strategy
- ▶ Gain “earned media” for your community activities
- ▶ Ensure your image within the community matches the one that you want for your company





Spotlight's Partners

Susan Elliott



Susan Elliott has extensive experience in strategic communications, specializing in reputation management for high profile individuals and organizations. She has previously worked with the National Hockey League; was Manager of Communications with Edmonton Regional Airports Authority during and after a contentious public referendum on airport consolidation; and was National Director for the Progressive Conservative Party of Canada. She has managed strategic communications for high profile individuals including former Prime Minister and Foreign Affairs Minister Joe Clark, and conservative national leadership contender Jim Prentice. Ms. Elliott is a regular commentator on television programs such as CTV's "Question Period", CBC's "Politics" with Don Newman, and ROB's "Michael Vaughn Live".

Jason Hatcher



Jason Hatcher specializes in message development and media relations. Educated in English and French, he studied in Newfoundland and Québec, and attended law school at the University of Ottawa. As Director of Operations for the federal Progressive Conservative Party, he organized national consultations and chaired the planning team for the Party's national convention. Mr. Hatcher was a member of the Question Period strategy team for the PC Caucus while Legislative Assistant to Member of Parliament Rex Barnes. In 2001 Mr. Hatcher was one of only two non-elected people on an all-party federal-provincial committee from Newfoundland and Labrador, led by the Premier and Leader of the Opposition, to study political options for the fishery crisis. He was press secretary and spokesperson for Jim Prentice's national leadership campaign; and he regularly contributes public affairs commentary and analysis on television and radio programs and to print media.

Randy Dawson



Randy Dawson has 20 years of business and financial experience in both the private and public sectors, and political experience at both provincial and national levels. He was Special Advisor to the Provincial Treasurer; Chief of Staff to the Canadian Minister of Constitutional Affairs; and the Alberta Negotiator for the Public Sector Pension Plans, developing a framework that resolved a \$3.5 billion unfunded liability and created new corporate governance arrangements. After service in government, Mr. Dawson established Alberta Spirits Inc., turning this enterprise into one of the top specialty outlets in Alberta. Mr. Dawson was Campaign Secretary for the 2000 PC national election campaign; and campaign manager to Jim Prentice for the leadership of that Party. He is currently chair of the Canmore Economic Development Authority.

Products and Services à la carte

Sometimes you just need a little help with a special project, or an extra pair of hands to supplement your communications team. We can help with:

- ▶ Speechwriting
- ▶ Press conferences and media events
- ▶ News releases and media kits
- ▶ Meeting and agenda planning
- ▶ Writing reports
- ▶ Employee and Stakeholder Newsletters
- ▶ Annual Reports
- ▶ Communications Plans
- ▶ Government Relations
- ▶ Strategic Advice and Counseling

Whether you need a complete communications strategy or a specific communications task, call us first!

Media Training

Ensure your corporate spokespeople have the skills to get your message to your audience clearly, correctly and concisely - the first time. The media professionals at Spotlight Strategies will work with individuals or small groups in a full-day session, complete with message development, on-camera training and personal coaching. Sessions are conducted by experienced professionals who have run the media gauntlet in New York City, Ottawa, Toronto, Chicago and other major markets.



**Managing reputations
in a world where
everyone is watching.**

Spotlight Strategies Inc.
Tenth Floor
610 - 8th Avenue S.W.
Calgary, Alberta. T2P 1G5

Phone: 403 538-2314
Fax: 403 538-2317
info@spotlightstrategies.com

WWW.



.com