

From Insight to Impact

Introduction to Global Public Affairs

July 10, 2018



GLOBAL PUBLIC AFFAIRS
FROM INSIGHT TO IMPACT

About Global



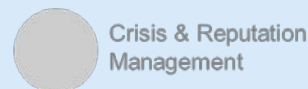
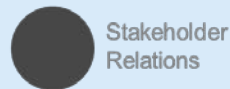
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FROM INSIGHT TO IMPACT

- Fully integrated public affairs service offering including government relations, stakeholder engagement and communications, across Canada.
- Strong network of offices across Canada providing local insights.
- 80+ member team with unique skills and expertise acquired in politics, the bureaucracy, media, business, academia, and not for profits.
- Extensive experience across key sectors and long-standing client relationships with large, high profile organizations.
- Strong domestic and international network of strategic partners.



Why Global?

Strong track record of working with some of Canada's leading companies, regulators, associations, coalitions and alliances

1

Experience working with regulators and understanding of issues and trends impacting the financial services sector and its related sectors

2

Network of offices across Canada including Vancouver, Victoria, Calgary, Edmonton, Toronto, Ottawa, Halifax, and affiliates around the world

3

Strong understanding of regulatory, policy, and stakeholder issues related to infrastructure, with supporting experience and relationships

4

Best practice approach to communications using multiple channels focused on delivering on organizational objectives and demonstrating impact

5

Public Affairs Services



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Government Relations Counsel

Objective

The ability to successfully navigate Canadian public policy issues requires knowledge, understanding, and relationships at all levels of government. Global excels in this arena, providing Canadian and international clients strategic research, advice and counsel, advocacy, intelligence and insight gained from first hand experience working within government. With our national reach, we closely monitor issues at all government levels and create comprehensive strategies across regional jurisdictions to achieve results for our clients.

Services

- Government stakeholder & issues identification and analysis
- Government Relations strategy development
- Policy monitoring and analysis
- Message and material development
- Policy research, White Papers, and position papers
- Committee training
- Parliamentary Affairs and Committee meetings

Stakeholder Engagement & Consultation

Objective

Stakeholders – be they the public, local communities, or other third parties – increasingly influence public policy which can significantly impact your organization's business development objectives. Obtaining the social license of stakeholders to pursue your goals is a challenge that must be approached respectfully, strategically, and methodically. Mobilizing stakeholders, and those individuals and groups who influence the influencers, can be a compelling element of a comprehensive public affairs strategy.

Services

- Stakeholder Analysis
- Stakeholder Mapping
- Engagement and outreach strategy development and implementation
- Coalition building and reputation management
- Community relations
- Public consultation
- Industry awareness and consultation
- Advocacy Campaigns

Strategic Communications

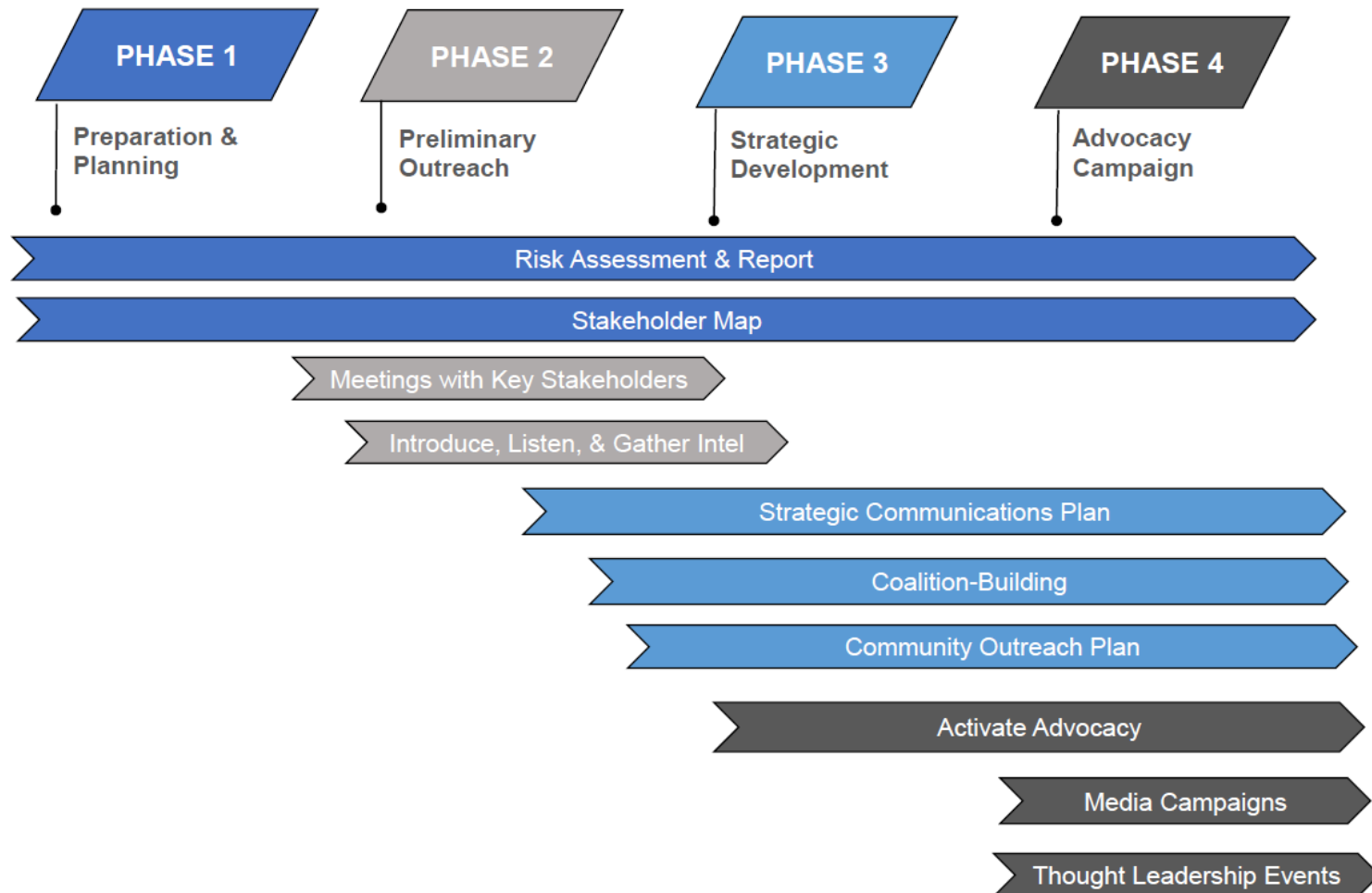
Objective

Effective communications is a strategic asset that reflects the values of your organization, builds trust and credibility with stakeholders, strengthens your impact and influence, and supports your overall goals. Anchored by business objectives, a strategic communications plan starts at the beginning and provides a roadmap to direct all of your outreach efforts. It supplies the tools, messages, and protocols you need to manage both proactive and reactive communications activities.

Services

- Reputation management
- Profile-building
- Communications planning
- Stakeholder mapping
- Key message development
- Media relations planning and strategy
- Media training and prep sessions
- Writing services
- Digital support
- Social media
- Event management
- Issues management
- Crisis planning
- Project communications

Approach: Engagement and Advocacy

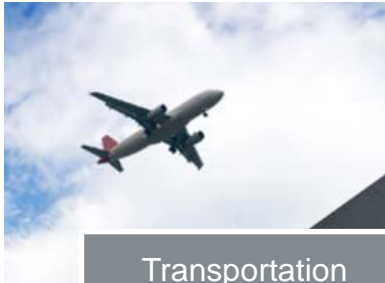


Experience



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Primary Sectors We Serve



Transportation



Infrastructure



Environment & Sustainability



Natural Resources & Energy



Technology & Telecommunications



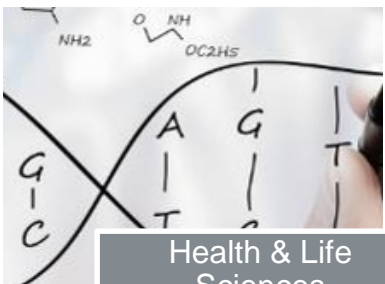
Financial Services



Consumer Goods



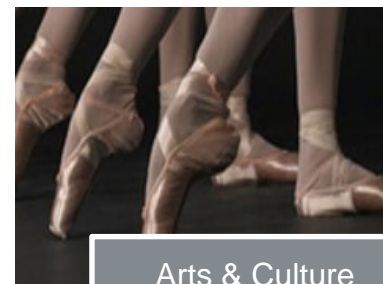
Agriculture & Food



Health & Life Sciences



Trade



Arts & Culture



Manufacturing

Our Clients



Expertise: Infrastructure, Transportation and Communities

Global is the leading Canadian consultancy for infrastructure and transportation objectives



Governments across Canada continue to develop and execute capital funding programs aimed at building out Canada's national infrastructure system, as well as generating local economic activity. The process for identifying relevant and suitable envelopes of capital funding, together with developing the required business planning materials needed to access these public funds is complex.

Global's Infrastructure & Communities team has extensive experience, at all levels of government in Canada, working with a broad range of capital project proponents across all aspects of their planning processes. These include project concept and business case development, funding opportunity identification, assistance with capital campaign development and execution, stakeholder and local community relations, and development of related communications and presentation materials.

- Economic development policy, funding support, regional and industrial benefits
- Science and Technology Policy
- Environmental policy and regulation
- Access to research and development programs and funding
- Procurement reform
- Approval processes, contract agreements, terms, conditions and appeals
- Liability, privacy and security
- Eligibility rules and set-asides
- NAFTA, WTO and other trade agreements, import/export rules and border processes

Key Team Members

Curtis O'Nyon Ottawa	Senior Associate	Has a deep understanding of Canada's political arena—spanning municipal to federal jurisdictions. His in-the-trenches experience and 20+ years in the Ottawa political environment have made him a sought-after advisor and strategist by business, non-profit and political organizations alike. Over the years, he has built and fostered relationships with government staffers, politicians and the corporate sector both in Ottawa and across Canada. Further, he has strong connections to the municipal sector built on many years with the Federation of Canadian Municipalities.
Phil Cartwright Ottawa	Senior Vice President, Ottawa	Leads Global's Infrastructure, Transportation and Communities team on market development and government relations matters. Previously worked in the Privy Council Office.
Michael Solberg Calgary	Consultant	Provides government relations and strategic communications counsel to clients in the transportation and infrastructure, healthcare and arts and culture space. Prior to joining Global, Michael worked in a leadership role for an international staffing and management consultancy with a special focus on business development.
Hunter Doubt Ottawa	Consultant	A member of Global's Transportation, Infrastructure and Communities practice focused on providing policy research and strategic analysis to address challenges clients face regarding relations with government and regulatory requirements.
Evan Sweet Ottawa	Research Analyst	A member of Global's Transportation, Infrastructure and Communities practice in Ottawa. He provides policy research, logistical support and parliamentary and media monitoring.

Curtis O'Nyon

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Victoria

Vancouver

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