

October 2019

Nov. 6: Video marketing from A to Z

Wednesday, November 6, 6:30 to 9 p.m.
Mattamy Athletic Centre, 50 Carlton St., Toronto

From social media marketing to corporate learning, video stands out as today's critical tool for communicators. But what's the most intelligent way to use it with your clients? And how can you use it to promote your own services?

Find out at our next PD event, on Wednesday, November 6. In Video Marketing from A to Z, **Vanessa Holding**, Partner/ Executive Producer at Arc + Crown Media, will explore the ways video is an excellent medium to:

- convey your core messaging;
- grab your customers' attention;
- distill complex topics for stakeholders; and
- connect with your audience.

You'll walk away from this seminar with innovative ideas, strategies for sales, and best practices for getting the most out of your video content as an independent communicator. Don't miss it!

This event counts towards professional development credits to maintain the IABC Communication Management Professionals (CMP) or Strategic Communication Management Professionals (SCMP) certification. [Learn more about these certifications here.](#)



REGISTRATION FEES:
\$20: IABC member rate
\$30: IABC non-member rate

[REGISTER NOW](#)



Seen at the fall social

Jacqui DeBique, Nkiru Asika, Judy Irwin and Ani Koulian take time out from networking at the PIC fall social at the Duke of York Sept. 19. PIC socials are always a warm and welcoming way to meet and catch up with people who are already independents or are thinking about joining our ranks. Members and non-members are welcome. Watch for details on our next social soon.

*The position of **Director of Social Media** is still open. Please contact [Nkiru Asika](#) if you're interested in taking this on.*

The independent view

Take the long and the short view

By Nkiru Asika

I've been short-sighted since I was 10 years old, but when the cruel ravages of time started messing with my ability to text, I picked up a pair of vari-focal contact lenses.

The lens in one eye is made to the prescription of my short-sightedness so I can see at a distance. The lens in the other eye is made to the prescription of my long-sightedness so I can read.

Very cool. But they take some getting used to. One eye seeing far and one eye seeing near scrambles your brain a bit, and I had to return to the ophthalmologist a few times for adjustments until I felt balanced.

This whole idea of simultaneously seeing long and short distances is a great way for entrepreneurs to look at their business. You've got to take both the long and the short view.

- Some people are **short-term thinkers**. They become bogged down in the daily minutiae of their business. They are completely focused on short-term revenue goals, the marketing tactics they want to try now, the people they need to get in front of today. But they never do anything strategic to build their brand.

- Other people find it easier to **project long-term** rather than focus on the issues at hand. They'd rather make five-year plans than outline the profitable activities that would move the needle today. They worry about non-existent future problems (Will people buy their online course?) when they haven't even decided on a topic. They're deep in research on blogging when they haven't even registered a domain name for their website.

You need to marry the two approaches.

Keep a close watch on your near-term goals, but always make time to think about where you're headed and how you will get there.

And just as I had to return to the doctor to adjust my lens prescription, you need to keep monitoring and testing your assumptions as you craft your overall strategy.

Circumstances will affect your short- and long-term goals, but try to keep both perspectives in view at all times. That's the only way to stay balanced.

Speaking of balance, I hope you enjoyed a break with family and friends over Thanksgiving. I'm thankful for the privilege of being part of this great group!

As always, if you have any ideas for professional development topics, possible speakers (including yourself) or any questions, concerns or ideas about PIC, please don't hesitate to reach me at toronto-sig@iabc.toronto.

Onwards and upwards,

Nkiru Asika

Chair, PIC; VP, Special Interest Groups, IABC/Toronto



Changes to the PIC member list due October 28

As a PIC member, you can promote yourself at no charge on the [PIC member list](#), which is updated quarterly on the IABC/Toronto website. Send your updates to PIC's director of membership, [Kathy Lim](#), by **October 28**. For new profiles, send your name, company name, city, email address, telephone number, website and LinkedIn URLs and a brief (about 40 words) description of your business. Existing members, does your listing include your LinkedIn profile?

See you on social media

Build and strengthen your connections with other PIC members, advance your communications business, discuss business issues and network with PIC on social media: on Twitter at [@pictoronto](#); LinkedIn, [IABC Toronto Professional Independent Communicators](#); and Facebook, [Professional Independent Communicators \(PIC\), part of IABC/Toronto](#).

Recent posts include how to bridge the divide between you and your clients, 32 ways to build your online presence as a freelancer, how to get testimonials and more.

PIC PERSONALITY:

Meet Heather Finley

By Nancy Miller



HEATHER FINLEY is a specialist in strategic communications. Through copywriting, editing, coaching and marketing strategy consultation, Heather helps build stronger employee cultures and deeper customer, client and investor engagement. Learn more from her [website](#) or [LinkedIn](#), or contact her by [email](#) or phone (416-955-5154).

Tell me about your professional background. Do you have an elevator pitch?

I like to describe myself as a bridge builder. I help businesses connect effectively with other businesses. "Bridge builder" also reflects my focus on engineering, technology, manufacturing, and science-related projects. For an engineer, to build a stable, lasting bridge, you can't just lay a beam across a

gap. You have to understand who will use the bridge as well as how and when they'll use it. You have to know the foundations each end will rest on. Then, you have to create something that users will access. Marketing works the same way.

How has your education informed your career?

As an independent, I use everything. I have a liberal arts degree from Western University, and I had full-time marketing and advertising jobs for a number of years. The next natural step would have been a management role, but I wanted to stay on the creative side. So, I left my last permanent job to do a graduate journalism program at Ryerson.

The storytelling in journalism applies to marketing communications. You have to know how to prioritize information and get it to the right people at the right time. As an independent marketer, you also need to understand a lot of different things about human behaviour. When you talk about business, it's not just about balance sheets. It's about people.

Are there any projects you've particularly enjoyed working on?

Western hired me a couple of years ago to write articles about research being done by faculty and grad students. I interviewed the researchers and had to translate the high-level content into things a lay person would understand. I loved that job!

What advice would you give someone who is new to independent business communications?

Have a niche but have backup specializations. It's also a good idea to keep PDFs of everything and have them organized.

What do you enjoy most about being an independent?

I love to keep learning and challenging myself. It's satisfying to contribute value through strategic advice or project coordination. I enjoy the project-based nature of it and seeing different corporate cultures.

Is there anything you don't like about being an independent?

Trying to establish the right price is difficult. It's hard to set a price that is fair to you and

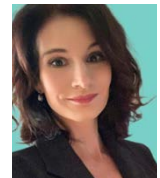
to the client. At a certain point, you have to be firm about it, and say, "I'm not going to work for less than I am worth."

How long have you been a member of PIC?

This time around, I'm starting my second year of membership. I was a member two other times for a year each, but now I'm able to make more of a commitment and hope to be at more events.

What value do you get from your membership?

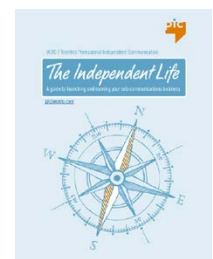
Networking with people and staying up-to-date with techniques, technologies, trends – these things change all the time. The newsletter and forums are handy.



PIC members offer a range of talent, from coaching and media relations to video production and writing. Our PIC Personality feature introduces new members and randomly profiles existing members. Let [Sue Horner](#) or [Nancy Miller](#) know if you'd like to be profiled and they'll be in touch to set it up. Nancy specializes in technology, education and corporate learning and is PIC's Co-Director of Communications.

Get your copy of *The Independent Life*

PIC has a wonderful resource in our e-book, *The Independent Life*. It shares wisdom and resources to help you start and manage your business, set fees, market and more. Our thanks to graphic designer **Cathy Ledden**, RGD, for turning the content provided by many PIC members into this handy guide. [Grab your copy](#) as a PDF download or as an e-publication for Kobo or iReader.



Member news



INNER STRENGTH COMMUNICATION

and **PRIYA BATES**, ABC, MC, SCMP, IABC Fellow, made the list of [top 20 internal communications agencies in 2019](#), as compiled by [Social Chorus](#). "I'm so pleased to be recognized as a top internal communication agency and share the spotlight with so many other practitioners passionate about the power of internal communication," Priya says. "Our business is growing and I continue to seek IC experts who can work with Inner Strength to deliver strategic programs that help enable, engage, and empower employees to successfully manage change and deliver business results."



CATHY COWAN is one of the professional communicators developing the curriculum for and teaching York University's new post-grad PR program, which kicked off in September. For her course in Storytelling, Strategic Messaging & Content Creation, she plans to showcase a variety of key messages at work. "If you have any favourite recent video examples of brief interviews or speeches that effectively and concisely communicate key messages, I'd love if you would [send them my way](#)," she says.



ALISON WINES, SCMP, joined York University this fall, teaching Business Communications in the School of Continuing Studies. "I love sharing my passion for comms and what it can do to help organizations achieve their goals," she says. "I'll be continuing with my consulting work at the same time, supporting my clients to achieve their goals."

[Professional Independent Communicators](#) (PIC) is a special interest group of [IABC/Toronto](#). PIC's mission is to support independent IABC/Toronto communicators through professional development, networking and marketing. [IABC](#) connects communicators from around the world with the insights, resources and people they need to drive their careers and the profession forward.

THE BUZZ *The Buzz* informs members about upcoming events, shares professional development tips from past meetings and keeps us connected. Editor this issue: [Sue Horner](#) | Graphic design: [Deana De Ciccio](#).

Want to recap a meeting or do other writing for *The Buzz*? Contact [Sue Horner](#) or [Nancy Miller](#).

Quick links

- [PIC on the web](#)
- [PIC on LinkedIn](#)
- [@PICToronto](#) on Twitter
- Email us: toronto-sig@iabc.to
- [Join our mailing list!](#)
- Get a copy of [The Independent Life](#)
- [Find back issues of The Buzz](#)

PIC executive

Contact any of us with questions, comments and ideas for speakers or topics:

Chair: [Nkiru Asika](#)

Past Chair: [Sharon Aschaiek](#)

Communications: [Sue Horner](#), [Nancy Miller](#)

Membership: [Kathy Lim](#)

Programming: [Judy Irwin](#), [Sharon McMillan](#)

Social Media: (*vacant; let us know if you can help!*)

Design: [Deana De Ciccio](#)

