

Innovating Communication for Over 25 Years

Do you wonder how to get your message through all the noise and changes in the media and social media?

For 25 years, POWERGROUP Communications has been at the forefront of communication innovation across Canada, with groundbreaking campaigns, impactful training, insightful communication strategies, powerful events and videos, and our 10-Step Advanced Communication Methods. Our values-based team of talented and creative professionals continually raise the bar and adapt to the new media landscape to help our clients get results.

In today's fast-paced attention economy, effectively reaching a modern audience can often feel like an unsolvable puzzle for many organizations and businesses. With relentless competition for ideas and attention, traditional marketing strategies frequently fall short of their true goal: engaging your target audience in meaningful and memorable ways.

As advertising and marketing budgets continue to shrink, a deep understanding of your audience and innovative methods of reaching them have become the difference between failure and success. Creating a narrative that resonates and shapes consumer beliefs and behaviours aligned with your goals is the ultimate measure of success.

Our approach is about much more than just brand visibility. We specialize in applying strategic methods to build trust, intimacy, and engagement between customers and brands. From thought-leadership initiatives to podcasts and community events, we create authentic connections.

The first step? Truly understanding your audience: what they care about and how they currently consume information. Just like we did with an award-winning social media engagement campaign and the virtual groundbreaking of the York University School of Continuing Studies. Their new *Successfully Ambiguous?* podcast is the latest innovative communication tool we've developed to engage.

Recently, we facilitated the rebranding of two merged frontline healthcare organizations, with an innovative name and logo, website, events and compelling video-based e-briefing to foster community advocacy. Our consultative approach to engaging the community in the discussion ensured an accessible brand that reflected their values.

Another step in our Advanced Communication Methods is skills training. Businesses and organizations often waste money on expensive advertising and marketing campaigns without the communication skills to leverage their investment. We have trained thousands of executives and teams in Media, Public Speaking, Presentations, and Assertive Communications.



POWERGROUP Communications President Laura Babcock has received awards for her personal communication prowess and for her strategic results with client organizations. Recently, she received accolades for her interviewing skills from Meidas Touch the fastest growing independent news network in the world. As a contributing voice on Newstalk1010 and CTV, Laura's thought-provoking analysis is featured in the Hamilton Spectator and the Toronto Star. She hosts The OShow - Canada's Current Affairs Show with Strong Opinions on YouTube, now reaching audiences in 37 countries.

Having the confidence and skills to message effectively makes a huge difference and can lead to increased productivity, an improved workplace culture, and better retention. It creates the brand integration needed to make an impact with your audience.

From skill development to shifting public sentiment, attracting and retaining employees, building customer bases, and influencing public policy, POWERGROUP achieves high-impact results. Our public awareness campaigns have gained well over a million views and drive robust public engagement.

Whether we're advocating for the Greenbelt or Canada's sovereignty, raising awareness about homelessness, or demanding accountability from senior levels of government, success requires getting your audience engaged and talking.

We can plan and implement powerful communication strategies for you, or we can teach you how to do it for yourselves through leading-edge communication training. Or a combination of both.

In a world where modern communication can feel chaotic, knowing how to innovate and convey a strong message can elevate your content, brand, and community to astonishing new heights.

POWERGROUP Communications can help you innovate and convey that strong message.

WHAT CLIENTS ARE SAYING...

"I got great value from your training!"

Greg Dunnett, CEO, Hamilton Chamber of Commerce

"Laura showed us how to tweak and add muscle to our company's brand marketing campaign. Also Laura shared valuable insight for taking advantage of "no-cost" business promotion, and effective "cause" marketing efforts."

Kevin C. Weaver, Weaver Family Funeral Homes

"The AGE Team had the privilege of participating in a fantastic learning session with Laura Babcock from PowerGroup Communications. Focused on "Assertive Communication", the session offered invaluable insights and practical strategies to enhance communication skills. We highly recommend this session for any organization looking to improve team communication and effectiveness. Thank you, Laura, for facilitating this impactful session, and a big thanks to all the staff who joined us and made it a success!"

Advanced Gerontological Education (AGE) Inc.

"We sought a communications expert who could hit the ground running, develop multiple options for action and was flexible and responsive to changing circumstances. Laura, you helped devise a communications strategy to meet our goals and worked with us to execute a plan. I would certainly recommend PowerGroup's outstanding work to other organizations and look forward to collaborating with you on future projects."

Tom Cooper, Hamilton Round Table for Poverty Reduction

"TEW 4400 Executive had the pleasure participating in a two-day training session with Laura. Laura has an energetic personality – strong & high-powered! Passionate and diligent in her presentation. Without a doubt, I confidently recommend Laura! Don't hesitate to reach out to hear more!"

Colleen Costa - Executive Officer, Toronto Education Workers Local 4400

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communications
Innovating Communication for Over 25 Years

Experience the value of our services

Professional Development Training

Media Engagement | Public Relations

Podcasting | Branding | Events | Video

Call POWERGROUP Communications 905-977-0023 or laura@powergroup.ca

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