



How well is your science and tech story being told?

Whether you want to influence, motivate or educate, you can better advance your agenda by more effectively communicating your story.

RMA was built on the idea that to build that trust, you must communicate clearly and authentically. Trust is eroded by the spin and obfuscation tactics that are often peddled by old-school PR companies.

We invite you to experience the clear difference of RMA.

We work with you to communicate complex information and tell your story to industry, governments, donors, investors, policy makers, industry, association members, staff and others who can help you to reach your goals.

On-demand training Where and when you want it, interactive communications and media relations training.

rm (onDEMAND)
Find out more at www.rmassociates.ca



Our free e-book, *Making the LINC: Communicating Science* is available upon request from: info@rmassociates.ca

Services

Strategic Communications

- strategic communication planning
- public information campaigns
- media relations
- issue management & crisis communications
- needs assessments
- narrative & messages
- risk communication
- public & community engagement

Communication Training

(in-person, onDemand and a blend of the two)

- media relations
- presentation skills
- strategic communications
- writing strategically
- risk communication
- issue management & crisis communication
- parliamentary committee preparation

Messaging & Branding

- messaging
- brand development
- branding strategies

Communications Products

- media relations materials
- speeches
- presentations
- video scripts
- advertising, sales & marketing collateral
- website content & design
- graphic design
- video & multimedia production



Contact:

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