

# In-flight entertainment

## “This is your Captain speaking”

### Presentations and Education

#### Take your digital skills to the next level

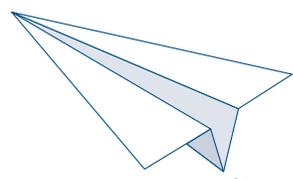
From executive briefing sessions to better blogging seminars, conference keynotes to workshops and brainstorms, our team of digital media experts is ready to educate, inform and amuse your audience. Take your digital skills to the next level with a Communicatto presentation customized to your industry and audience.

### Speaker Profile

#### **DOUG LACOMBE** President and founder

Doug Lacombe has entertained audiences around the world. Your audience could be next! Whether you need a keynote address, a digital marketing panelist, an executive briefing or a corporate trainer, Doug has the experience to educate, provoke and amuse your group.

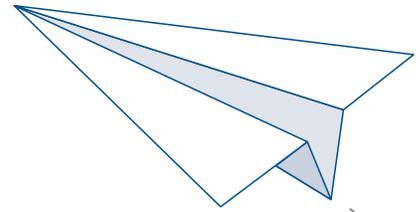
Doug remembers when there was no web. He was at a newspaper, The StarPhoenix, which, for you kids, was the thing before the web. He didn't realize hand coding the SP's site in 1995 would eventually lead to the demise of all mainstream media. Oops! A MBA and a couple of world tours later, plus stints in the telco and newswire industries, make Doug a class A certified Internet nerd and an experienced digital strategist. If you want good corporate digital strategy that syncs with old media, you need Doug and his crew on your team. For the record, he's still really sorry he broke newspapers.



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# Pick your own entertainment package

Whether you know a little, a lot, or nothing at all about digital media, we can help you take flight. Our experience in this airspace can make your social media journey a lot less turbulent. Our team of digital media experts is ready to educate, inform and amuse your audience.

## Digital Media Strategy

Planning corporate digital marketing is like planning a flight. You need a crew, a flight plan, fuel and instruments. From strategy development to execution and performance management, we help you get your wings.

## Content Marketing

Stories. Told by humans about humans. It's the new way of marketing and it requires moving out of your corporate-speak comfort zone and into the world of corporate journalism.

## Digital Advertising

A good mix of paid, owned, earned and social media is the best way to build traffic to your website and to get visitors to take action. Planning, monitoring and optimizing your campaigns ensures you get the most bang for your buck.

## Performance Management

What's working on the web and what's not? Understand the numbers that you need to know, and how to make educated decisions to ensure a smooth flight.

## Websites

Your website is the hub of your online presence. What if your hub needs a coat of paint or a total overhaul? How do you know? Ensure your site is a solid reflection of your brand and culture.

## Search Engine Optimization (SEO)

How will people find you if your website isn't visible to Google? What if your competition is digitally outperforming you, or worse, hijacking your name? Search engine optimization gets you on Google's radar, in a good way.

## Social Media Management

We have extensive experience in helping organizations navigate the turbulence of social media. We build conversations and social communities daily. We have engaged in lots of great conversations; educated and informed some folks, and grounded a few others.

## Presentations and Education

If you need an entertaining, knowledgeable presenter to pilot your group through digital airspace, Communicatto can help with keynotes, conferences, seminars, and in-house training.