

Donna Papacosta

Principal at Trafalgar Communications

Toronto, ON, CA

Engaging audiences where communications and technology meet

Biography

Donna Papacosta is an engaging and popular speaker at local and international conferences, earning high scores from audiences. In her speeches, workshops and Webinars, she covers many topics, from effective written communications to trends in social and digital media. Her 25-year career in communications gives Donna a unique perspective on the art and science of communicating internally and externally, blending the latest tools with tried-and-true strategies and tactics. She heads Toronto-based Trafalgar Communications and hosts the Trafcom News Podcast, one of the first business podcasts in Canada.

Availability

Keynote, Moderator, Panelist, Workshop, Corporate Training

Industry Expertise

Advertising/Marketing, Corporate Training, Public Relations and Communications

Areas of Expertise

Storytelling, Social Media in Business, Content Curation in Your Organization, Podcasting, The Successful Independent

Affiliations

International Association of Business Communicators

Sample Talks

Content curation in your organization

Why you need to know how to exploit content curation for both internal and external communications. This trend is not going away. In this talk, you'll discover why curation is essential today, how to make the business case for it, and how to start curating.

Event Appearances

Digital storytelling

International Association of Business Communicators (IABC) world conference

Best practices in content curation

IABC Western Region Conference

Using multimedia in storytelling

International Association of Business Communicators (IABC) world conference

Audio workshop for communicators

Professional Writers Association of Canada workshop

Education**New York University**

M.P.A. Public Administration (International)

Ryerson University

Certificate Magazine Journalism

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