

Donna Papacosta

Owner at Trafalgar Communications

Toronto, ON, CA

Social media and podcasting consultant and educator

Biography

Donna Papacosta, principal of Toronto-based Trafalgar Communications, is a writer, speaker, podcaster and consultant, helping clients communicate better with employees, customers and prospects. She's also a highly rated workshop leader and educator. In 2005 Donna started producing the Trafcom News Podcast, one of the first business podcasts in Canada. Since then she has expanded her expertise in both social media and multimedia, and helps people integrate these tools into their communications. As a consultant and international speaker, Donna emphasizes the importance of storytelling, content marketing and relationship building. She is author of The Podcast Scripting Book and co-author of The Business of Podcasting. In addition to leading workshops on social media and communications topics, Donna teaches Digital Communications Strategy/Social Media at the University of Toronto School of Continuing Studies. She is an active member of the International Association of Business Communicators (IABC) and is past chair of the IABC/Toronto chapter's Professional Independent Communicators group. A dual U.S.-Canadian citizen, Donna holds a Masters degree in Public Administration from New York University and a Certificate in Magazine Journalism from Ryerson University.

Industry Expertise

Media - Online, Writing and Editing, Training and Development, Social Media, Professional Training and Coaching, Public Relations and Communications

Areas of Expertise

Podcasting, Social Media

Event Appearances

Speaker and workshop leader
IABC world conference

Podcasting for Associations

Canadian Society of Association Executives national conference

Podcasting Power

Social Media Week Toronto conference

Numerous workshops and presentations on social media and podcasting
Various

Education

New York University

Masters in Public Administration Public Administration

Ryerson University

Certificate Magazine Journalism

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