

# **Eric Bergman, BPA, APR, ABC, MC, FCPRS**

**Consultant at Bergman & Associates**

Toronto, ON, CA

Canada's most credentialed and experienced media training professional

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Eric Bergman is Canada's most experienced and credentialed media training consultant. He is passionate about helping his clients communicate effectively. Eric prepared his first spokespeople during the summer of 1981. He conducted a media relations campaign to support two student theatre productions, Pal Joey and A Funny Thing Happened on the Way to the Forum. After arranging a series of interviews with journalists, he provided cast and crew with coaching. Media training and issues management have been Eric's core business for more than 25 years. His media training approach, based on demonstrating transparency and building trust, has helped thousands of spokespeople from six continents manage exchanges with journalists to the best possible outcomes. On the presentation skills side, Eric wrote his first speech for a senior executive during the summer of 1982, shortly after starting his career as a communications professional. For more than 35 years, he has helped his clients shape their stories from sales presentations that generate results to tricky issues that require a deft touch and coached them to tell those stories clearly, concisely and effectively. When the potential rewards are high or the chips are down, contact Eric. He would love to help you communicate when it counts.

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Keynote, Moderator, Panelist, Workshop, Host/MC, Author Appearance, Corporate Training

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Corporate Training, Public Relations and Communications, Training and Development

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Public Speaking, Crisis Communication, Media Training, Managing Polarization, Working With Reporters, Presentation Skills Training, Crisis and Issues Management, Crisis Communication and Issues Management

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International Association of Business Communicators, Canadian Public Relations Society, International Association for Public Participation

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**Grant Macewan College**

Diploma Advertising & Public Relations

**Athabasca University**

Bachelor of Professional Arts Communications Studies

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