

Rob Cottingham

Principal at Social Signal

Vancouver, BC, CA

Strategic communicator, bridging the online and offline worlds / Social Signal founder

Biography

* Leadership communications strategist and speechwriter for national political leaders, CEOs, provincial premiers, finance ministers and social change leaders * Speaker and workshop leader, inspiring and educating audiences ranging from the Canadian Marketing Association to the Conference Board of Canada * Humorist and cartoonist For nearly 30 years, I have helped leaders in government, business and advocacy engage with audiences in both the digital and offline worlds. I've written speeches for party leaders in national election campaigns, CEOs at public hearings, labour leaders at conventions, and Lieutenant-Governors delivering Speeches from the Throne. And I've coached leaders on speaking at everything from an intimate gathering of high-worth potential donors to nationally-televised debates. I've been immersed in digital engagement from the days of dial-up online forums of the early 1980s. My wife Alexandra Samuel and I launched Social Signal in 2005, and created ground-breaking online community projects for clients including BC Hydro, TechSoup and Vancity. I speak on leadership communications and online engagement. And I provide training and facilitation to government departments, political parties and conferences on everything from basic Internet skills to online advocacy. My blog (<http://robcottingham.ca/blog>) launched in 2001, and now focuses on leadership communications. I also draw the Noise to Signal cartoon (<http://robcottingham.ca/cartoon>) on life, work and business in the digital era, and perform in a variety of venues as a standup comic.

Availability

Keynote, Panelist, Workshop, Host/MC, Corporate Training

Industry Expertise

Writing and Editing, Political Organization, Corporate Leadership, Public Relations and Communications, Non-Profit/Charitable, Social Media, Advertising/Marketing, Internet, Government Relations

Areas of Expertise

Internet and Society, Writing, Public Speaking and Leadership, Humor, Communications, Social Media, Leadership, Speechwriting

Affiliations

IABC

Event Appearances

The Soul of the Markete? no, wait.
Fireworks Factory

Damn Near Brought the House Down
IABC/BC: If I Knew Then What I Know Now

Teh Funny
Northern Voice

TMI: Sharing, oversharing and übersharing - where to draw the lines today
Social Media Week Blogging Summit

Social Media and Sports Medicine
SportMedBC AGM

Employer Branding and Social Media
BC Human Resources Management Association webinar

How a pigeon made me a better speechwriter
The Flame storytelling series

Education

Carleton University
BA Political Science, Journalism

University of Ottawa / Université d'Ottawa

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