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John is a senior communication practitioner in French and English. His areas of experience includes attitude change, restructuring, crisis management, branding, event management, media relations, labour relations, program design, launch and follow through, marketing, sales and advertising, government relations, web design and architecture, investor relations, community relations, publication management, writing and editing, planning and management of internal digital signage for large organizations.

His projects have won communication awards including an IABC Gold Quill Award of Merit. He speaks at various forums on the role of perceptions in motivating people to buying into ideas, behaviours, services and products.

John holds an M.A. in French Literature from Laval University and is an Accredited Business Communicator of the International Association of Business Communicators (IABC). For over 20 years, he has served IABC on local, national and international boards. He is currently trying to write a book!