

Elaine Dixson, ABC, APR, MC
Master Communicator 2004

Elaine Dixson graduated from Carleton University with a Bachelor of Journalism degree in 1977. She then progressed through a series of public relations positions with private and public sector organizations until 1984, when she was appointed the sole coordinator and instructor for Mount Royal College's Public Relations Program in Calgary, Alberta. She administered the program, set curriculum, taught all public relations courses, and led the conversion of the program to what many believe is one of the best co-op programs for communicators in Canada.

Elaine left Mount Royal in 1995 to set up her own consulting practice, Key Concepts Ltd., providing a range of services that include communications planning, research and training as well as organizational development. She recently started a new division of Key Concepts called SpringForward, which focuses on large-group facilitation, personal coaching, and SpeakingCircle™ training. She continues to teach communications to students through various programs at the University of Calgary, where she has earned two graduate degrees – a Masters in Communications Studies and a Masters in Continuing Education (Workplace Learning).

Throughout her career, Elaine has taken on leadership roles with IABC both locally and internationally, from helping judge awards and chairing committees to serving as chapter president at the local level, to sitting on IABC's International Accreditation Council.

Elaine is an Accredited Business Communicator with IABC and an accredited member of the Public Relations Society of America. She also is a member of the International Public Relations Association.