

Laurie Dawkins, ABC, MC

Master Communicator 2017



*Director, Corporate Communications
Vancouver Coastal Health*

Laurie Dawkins is an Accredited Business Communicator with more than 23 years' experience in the communications industry. She currently serves as Director of Corporate Communications for Vancouver Coastal Health (VCH), where she leads a dynamic, award-winning team responsible for internal and external communication, employee engagement, web development, digital and social media and more.

Laurie's career has spanned all aspect of communications, from issues management, media and government relations, to corporate communications and employee engagement in industries ranging from mining and technology to advanced education and health care. She has led ground-breaking and controversial campaigns like the media relations launch of North America's first supervised injection site on Vancouver's Downtown Eastside, as well as highly successful employee engagement projects that have VCH's staff and leaders better understand VCH's strategic business goals.

Laurie has built a reputation as an insightful, strategic and yet compassionate communicator capable of telling senior executives what they need to hear, creating compelling communication strategies and ensuring her team members have both the resources and support they need to meet client expectations with confidence.

Laurie is an active member of IABC, locally, nationally and internationally, a frequent mentor to new communicators, and she holds more than 22 industry awards and honours for her professional work and volunteerism. Laurie works in Vancouver, and lives in the South Delta area of British Columbia.