



Global Public Affairs' cannabisCONNECT team works with clients who are engaged in the cannabis industry on developing meaningful communications solutions to the industry's most complex challenges. Whether companies need training on communicating in the newly regulated industry, or helping to shape public policy around legalization, we work with clients on customized long-term, sustainable and gainful solutions.

## cannabisCONNECT

CannabisCONNECT is a sector tailored service offering that assists companies from coast-to-coast in navigating the changing landscape, as Canada continues on the road to marijuana legislation.

CannabisCONNECT helps industry players position their interests with governments as they begin drafting the legislation and regulations to establish the legal framework for cannabis in Canada. Global brings its national footprint and extensive experience in health and life sciences, agriculture and consumer product sectors to those wanting to influence what this new framework will look like and will mean for business. Strategic communication is an essential tool in this process, and Global Public Affairs offers a variety of communications service offerings to support this.



## cannabisCONNECT communications

### Media Relations with Impact

At Global, we know what makes a good story, how to shape a story, how to tell it and whom to tell the story to. And we get results.

We work with our clients to craft tailored communications campaigns based on specific business objectives. With a keen eye on current events, we locate and leverage opportunities that allow our clients' stories to be told in the public space, giving them unique opportunities for promotion, thought leadership and ultimately business development.



The team has broad and deep relationships with many of Canada's leading journalists who trust us for our ability to work effectively with them and on behalf of our clients. Our well-researched methods include identifying and targeting the right journalists at the right time with tailored pitches that lead to insightful stories.



### Monitoring with Insight

It is imperative to know what the media and the public are saying about you and your industry. Our media intelligence service ensures our clients have a competitive edge to help them build an impactful brand and business strategy.

Global offers two separate types of media intelligence: historical and anticipatory. Our historical intelligence includes monitoring and analysis that allows our clients to know what is being said, by who, and how it will impact their brand. Anticipatory intelligence enables clients to be prepared for trends that are emerging in the media, ensuring the ability for organizations to respond intelligently and mitigate any reputational risks to their business.

### Be Media Ready

Global works with clients to ensure communications are completely seamless, and that those speaking on behalf of organizations are free of the 'discomfort' of being on camera and in the public eye. Our service is grounded in a commitment to invest the time required to understand the unique characteristics of your organization and the personality traits of your executive leaders and spokespeople.

Sessions are tailored to the specific roles and experience of participants, and are sensitive to their strengths and challenges. They are designed to address your organization's objectives and communication goals, with target audiences and potential media and stakeholder outreach in mind.

### Issues Management: Managing Impact

The key to great crisis communications is preparedness. Global provides organizations with the knowledge, planning, and tools to competently plan for, manage and evaluate issues management communications. Our team is measured, calm, and diligent, with extensive experience developing independent stand-alone crisis plans and plans that are fully integrated into an organization's existing response plans. We offer real-time, 'field depth' experienced crisis communicators, and regularly support both public and private sector management teams in handling crisis situations.

**If you are interested in learning more about Global Public Affairs' cannabisCONNECT please contact:**

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