



GOLDMAN  
COMMUNICATIONS



# YOUR BUSINESS IS ONLY AS VALUABLE AS... YOUR MESSAGE.

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- Your brand - it matters more than you think
  - An ongoing dialogue = awareness and recognition
  - The court of public opinion can change on a dime
  - Key to messaging: consistent, relevant, intelligent
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# Account Management

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Corey Goldman  
Founder and CEO



Keera Hart  
Senior Account Director

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# Behind the Scenes

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Adam Bernards  
Account Director



Manjeet Varerkar  
Associate

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# Who we are

A full service communications, media and public relations consultancy providing insight, analysis, expertise, and **results** to companies and individuals looking to communicate their message.

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- Insights
  - Analysis
  - Expertise
  - Consistent
  - Relevant
  - Ongoing
- = **RESULTS**
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# Who we are

Through public, media & investor relations, social & digital media channels, custom print & digital content and more, we help you tell your story the right way - to foster and build awareness, brand recognition and **presence**.

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- Founded by a 20-year business and mainstream journalism veteran
  - Expertise in business, financial services, capital markets
  - Globally Focused - North America, Europe, Asia
  - Industry Experienced - technology, fintech, art, consumer
  - Client Oriented - In the trenches, a hands-on partner
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# Who we are not

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- Large, impersonal, unfocused
  - Generalists in disguise
  - Bait-and-switch masters
  - People who have never set foot in a newsroom
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# What we do

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- Create and tell your story, to your audience
  - Build and enhance awareness, brand recognition and presence
  - Guide you on where to take your message, when and how - and where not to and why
  - Telling your story in ways that reporters, editors and producers understand - and want
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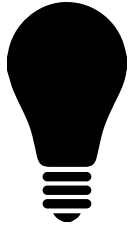
# What we don't do

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- Place you and your firm in stories that don't match your background and expertise
  - Tell a story that doesn't resonate for you and your audience
  - Let the media / public tell your story for you
  - 'Pay for Play' - We strive to compliment advertising and marketing with earned - not paid - publicity
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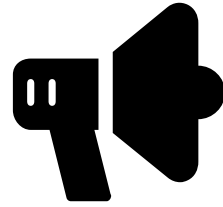
# SERVICES

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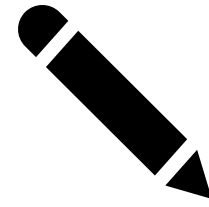
## PUBLIC AND MEDIA RELATIONS

- Proactive Media Relations
- Financial Communications
- Crisis Communications
- Media Training



## STRATEGIC COMMUNICATIONS

- PR Campaigns & Outreach
- Client Communications
- Marketing & Branding
- Social & Digital Media



## CUSTOM CONTENT

- Thought Leadership
- White Papers & Op-Eds
- Marketing & Branding
- Newsletters & Reports

# What we are known for:

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- **Awareness** – Who you are, what you do, why you do it better
  - **Story-telling** - Your story, your audience - in ways that resonate
  - **Brand-building** – Clearly, consistently communicating your message
  - **Custom Content** – Generating content that highlights you and your firm
  - **Partnership** - Bespoke, white glove extension of your marketing team
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# THE IR MODEL: IDEAS TO RESULTS

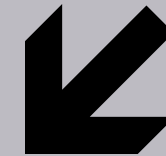
IDEAS

Your story: Who, what, where,  
why and how



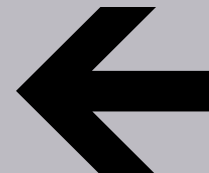
YOUR COLLATERAL

Your content - Views on the  
market; views on the world



DISTRIBUTION

Blogs, white papers, social  
media, traditional media



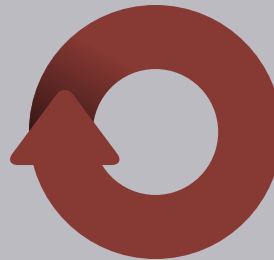
BRAND RECOGNITION

Thought leadership; credibility;  
multiple communications channels



RESULTS

Value-add for clients; information  
for prospects; in-bound leads



# EXPERIENCE

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3iQ Corp.	Monitor My Mortgage
Alpine Macro	McAlinden Research Partners
Alternative Investment Management Association (AIMA)	Mortgages of Canada
Arrow Capital Management	Nest Wealth
BCA Research	Ninepoint Partners (Spratt)
BlackRock Asset Management	PenderFund Capital Management
Caledonian Global Financial	Portfolio Management Corp.
Castle Hall Alternatives	Property Guys
Crawford Lake Capital	Rayne Capital
FirePower Capital	State Street (SSARIS)
First Asset ETFs	SW8 Asset Management
Gluskin Sheff + Associates	TD Ameritrade
Horizons ETFs	TriState Capital Bank
IBV Capital	Venus Capital
ING Direct – Peter Aceto	Visa
Lind Waldock/ MF Global	Wealth Access
	Zevin Asset Management

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**LETS  
TALK.**

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