



Canadian Association of Movers
Canada's Trade Association for the Moving Industry
2011 ANNUAL CONFERENCE



A Public Relations Partnership = ROI

November 13 - 15, 2011
Sheraton Toronto Airport Hotel
887 Peach Street, Toronto, Ontario, Canada

The Communications Group Inc.   **TWO MEN AND A TRUCK CANADA**

David Eisenstadt - Partner, The Communications Group Inc., and Dan Hopkins - COO, Two Men and a Truck - Canada

For the past few years, The Communications Group Inc. and Two Men and a Truck - Canada have been working together to develop and implement a Public Relations Action Plan, with a strategy that identifies the company as a quality service provider, responsive to consumers' needs and a member of an industry in which quality and service matter. David Eisenstadt and Dan Hopkins will discuss how the Partnership came together and what it takes to make it work successfully.






Dan Hopkins
Chief Operating Officer & Vice President of Development & Operations
TWO MEN AND A TRUCK® - CANADA
www.twomen.ca
416 646.0486
dan.hopkins@twomenandatruck.ca




IPREX
Global Public Relations and Communication



David Eisenstadt
Fellow PRSA
Fellow CPRS
Founding Partner
The Communications Group Inc.
www.tcgrp.com
416 696.9900 x 36
deisenstadt@tcgrp.com

CLIENT FIRSTS




May 1/96



Sept. 4/92



Aug. 31/05



Jul. 25/09



Apr. 12/05



Jan. 22 & Feb. 19/02



Apr. 6/11



Sept. 11/01



Sept. 15/88



Jun. 1/91

Case Study Agenda

- Media - "Breaking News" vs. Public Relations
 - Moving Industry Overview
 - TWO MEN AND A TRUCK® Overview
- "Breaking News Event" Examples
 - How Public Relations counters Breaking News
 - How to Rise above
- Review of Our Successful PR Campaign
 - View the end result
 - How we got there
 - Looking for PR opportunities in your Industry




"Breaking News" vs. Public Relations

- We don't control the "Breaking News" covered by the News Media
- We can develop Public Relations campaigns to react to negative "Breaking News"
- We can control our PR messages but not the coverage




"Breaking News" Examples

- All industries are affected by negative "Breaking News" events. It does not matter who initiates the "Breaking News" – everyone gets painted with the same brush
 - Auto Repair Industry
 - inflated and unnecessary repair fraud Oct 2010
 - Food Industry
 - Maple Leaf Foods
 - food poisoning Aug 2008
 - Moving Industry – Fraud Charges against 11 Toronto Movers - May 2010
 - SARS – "Breaking News" overreaction to 44 deaths in Toronto in 2003 crippled the local economy



Our PR Case Study

- Moving Industry was being bombarded with negative press in the Spring of 2010
- We were in growth mode with only 8 franchises in Ontario
- We worked with the Canadian Association of Movers  to try and get control of the situation with a two-tiered approach
 - CAM leveraged the Ministry of Consumers Affairs
CAM used the Moving Industry as their focus
 - We leveraged Public Relations
We used our Company as our focus



Public Relations Messages

- All industries have both positive and negative PR messages accessible to consumers from web sites, newspapers, TV, blogs
- Since we are the First and Largest Franchised Moving Company in North America, we are affected by both Franchising and Moving Industry Public Relations messaging
- To start formulating a Strategy we reviewed the PR messages in the Media (both negative & positive) to develop our campaign



Giving Back to the Community

SickKids
Christmas Toy Drive



TWO MEN AND A TRUCK.
"Movers Who Care."[®]



PR

"Doing Good & Getting Credit For It"



News "Breaking News" Relations
(Print, Broadcast, Online, Social)
High Profile Coverage



Trader.ca Magazines


