

Agency Presentation



RELATIONS PUBLIQUES

We listen.
We reflect.
We act.

morinrp.com



Our Agency

Founded in 1994, our agency brings together professionals whose talents and experience help organizations shine, navigate sensitive situations, or bring a creative touch to a communication strategy.

Our team carries out a variety of mandates daily for businesses, municipalities, interest groups, and public organizations, distinguishing itself through a deep understanding of key issues and in-depth expertise in communications.

Morin RP holds the A+ quality accreditation from the Alliance of Public Relations Firms of Quebec for the quality of its management practices.

Our Vision

Every client, every project is unique to us. That's why we ensure that each mandate begins with a deep understanding of its reality and objectives. The result? Powerful strategies, impactful content, and outcomes that meet expectations.

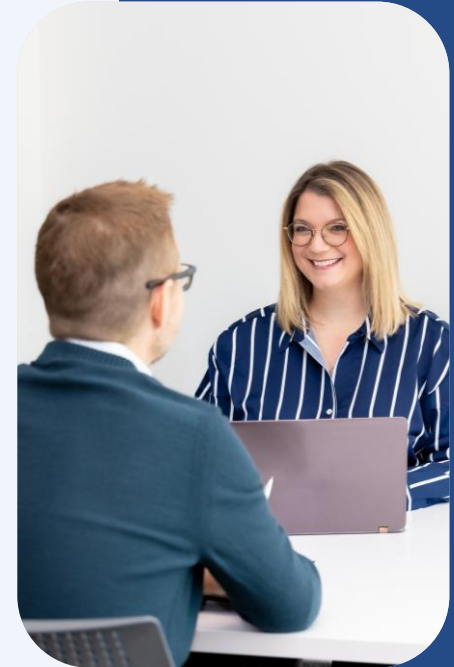
Our Promise

We take pride in offering a human-centered approach and building strong, trusting relationships with our clients. By working as a team, we tackle challenges and find the best solutions. This has been the key to our success since the very beginning.

Areas of expertise

Our specialists have knowledge and extensive experience in a wide range of sectors:

- Arts and Culture
- Consumer Goods and Retail
- Education
- Environment
- Real Estate and Land Development
- Non-Governmental Organizations
- Public and Parapublic Sectors
- Health
- Services
- Technology
- Tourism and Leisure
- Transportation



Our services

Social issues, public expectations, and technologies that shape our daily lives are evolving at an ever-increasing pace. Equally dynamic, our services are designed to meet the diverse needs of our clients.

Strategic Consulting

- Internal and external communication plans and strategies
- Public opinion campaigns
- Change management
- Issue and crisis management

Public Relations

- Positioning strategies
- Media relations
- Development and writing of communication tools
- Media monitoring and analysis

Social Media and Web

- Strategy development and implementation
- Content creation (animations, infographics, articles, newsletters, etc.)
- Video conceptualization and production
- Community management
- Platform optimization

Social Acceptability

- Development and implementation of public participation strategies (surveys, co-creation workshops, etc.)
- Facilitation and moderation of information sessions and consultation activities
- Community and stakeholder relations

Training

- Spokesperson training
- Public speaking
- Media relations
- Introduction to government relations
- Social media and digital communication

Public Affairs and Government Relations

- Influence strategies
- Stakeholder mapping
- Meetings with public officials and stakeholders
- Writing letters, position papers, briefs, etc.
- Intelligence gathering and analysis



Marketing Communication

- Advertising campaigns
- Content marketing
- Influencer campaigns
- Marketing PR and product launches
- Brand identity and branding
- Event planning

Our expertise

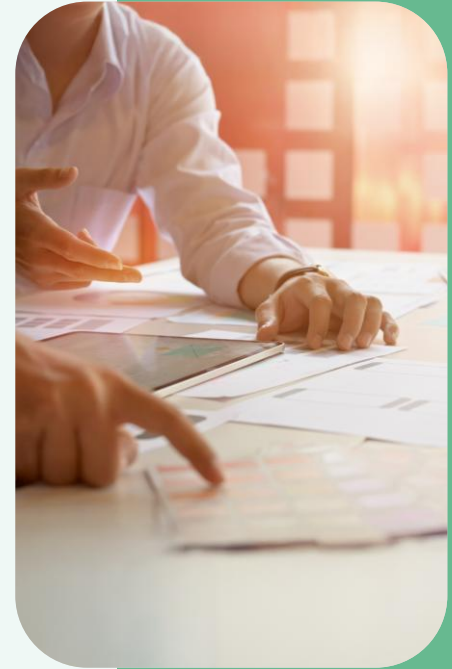


Strategic Support

Every day, we support our clients in achieving their communication goals, increasing their visibility among target audiences, and navigating complex situations.

Services Offered

- Communication plans
- Strategic advice and recommendations
- Positioning strategies
- Public relations campaigns
- Consulting in issue management

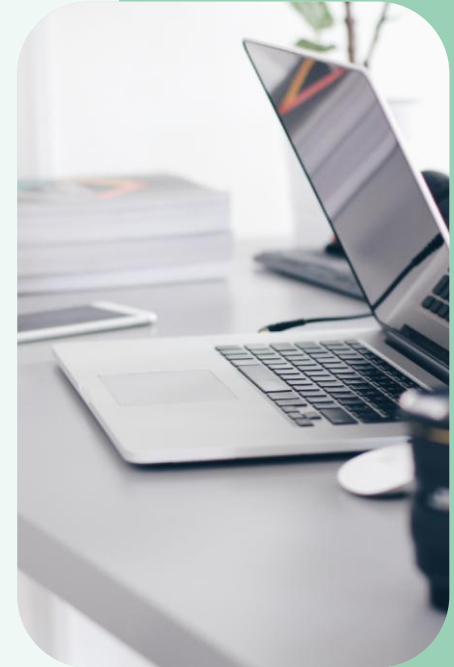


Digital Communications

Digital communication is at the heart of an increasing number of projects we are involved in. Our high-performing team provides personalized strategic support, staying on top of the latest trends to ensure our clients benefit from tailored digital content that is optimally distributed.

Services Offered

- Multiplatform digital content strategy (social media, websites, newsletters)
- Digital content production (videos, podcasts, photography, SEO writing)
- Customized distribution strategies
- Digital advertising strategy
- Community management



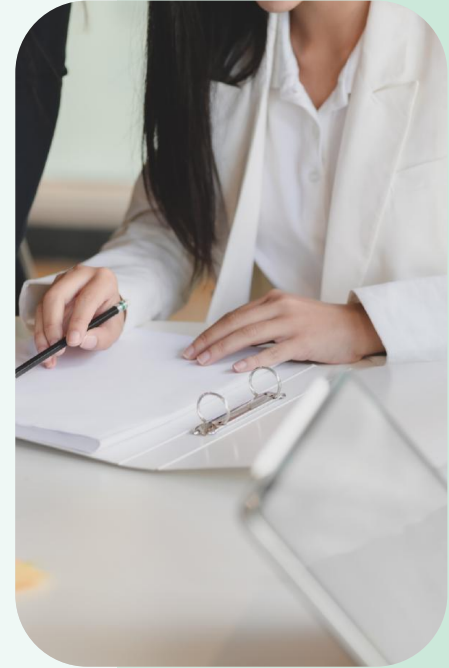
Social Acceptability

Many of our client projects involve aspects related to social acceptability, both in planning and execution.

We regularly design and implement public participation initiatives for cities, ministries, and private companies.

For large-scale construction projects, we have developed work-phase communication strategies to minimize community impact. In this capacity, we have established numerous neighborhood committees and facilitated many meetings.

Over the years, we have also frequently assisted Hydro-Québec in its hearings before the *Bureau d'audiences publiques sur l'environnement* (BAPE).



Public Affairs and Government Relations

A significant portion of our work involves public affairs and government relations, addressing social acceptability concerns at both the planning and execution stages.

We frequently organize and conduct public participation initiatives for municipalities, government ministries, and private companies.

For large infrastructure projects, we have developed communication strategies during construction phases to mitigate community impact. This has included establishing neighborhood committees and hosting numerous stakeholder meetings.

We have also regularly supported Hydro-Québec in its presentations before the Bureau d'audiences publiques sur l'environnement (BAPE).

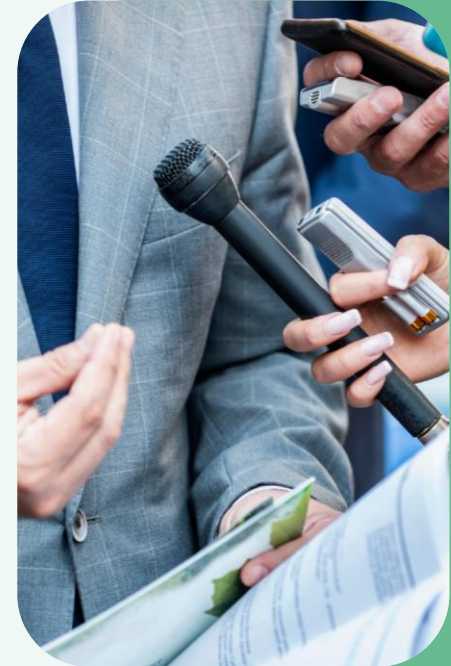


Specialized Training

Since our founding, our agency has successfully trained over 2,000 people in media relations and public speaking.

Here are some clients for whom we have provided customized training sessions in recent years:

- Several CISSS, CIUSSS, and ministries
- Quebec Professional Association of Real Estate Brokers
- CDPQ Infra
- CGI
- Federation of Medical Specialists of Quebec (and about 20 of its medical associations)
- TD Bank Group
- Hydro-Québec
- Sintra
- Urgences-santé



Our Management Team





François Morin

President

A highly-skilled consultant with over 30 years of experience in public relations, François Morin founded Morin Relations Publiques in 1994 and leads the team with a unique passion. Over the years, he has built a strong reputation based not only on the quality of his work but also on his continuous pursuit of innovation and value-added solutions. His vision of public relations aligns with the realities and evolution of today's organizations, meeting client needs and expectations while inspiring his colleagues.

Passionate about planning and executing complex projects, he has recognized expertise in managing initiatives that require a deep understanding of multidimensional issues. He is often called upon to establish key strategies that enhance his clients' image and reputation. His main interests include economic development, sustainability, social acceptability, advocacy, social inequalities, and diversity. Known for his humanistic approach, ethical standards, and integrity, he is also highly engaged in mentoring and supporting various societal causes, particularly in the cultural sector.

Since 2016, he has been a board member of ENSEMBLE pour le respect de la diversité and was the president of the jury for the PGL Diversity Award from 2018 to 2023. He also provides pro bono consulting services to several organizations and foundations. Additionally, he is actively involved with Agora de la danse and the Adélard Art Center and has been a dedicated supporter of Théâtre Prospero for over 10 years, where he was appointed as a board member in June 2024.



Nathalie Provost

General Manager

Nathalie Provost: A sharp mind, deep analysis, sound judgment, and results that are always delivered. Playing a key role in project launches, she has a talent for identifying synergies between team members and the projects at hand.

With over twenty-five years of experience in communications—both on the client side and as a consultant—she excels at accurately interpreting client needs and effectively conveying the nuances of each project. She is an invaluable asset to the team, bringing an integrated vision of communications, creativity, and a remarkable ability to unite and motivate people.

As General Director since 2003, Nathalie holds a strategic position within the agency. She trains and manages project teams, ensures the precision of work plans, oversees budget and timeline adherence, and guarantees the quality of deliverables for our clients.



Amély Tremblay

Vice-President and Deputy General Manager

Amély Tremblay is a woman of both thought and action. A natural leader, she possesses exceptional listening skills and excels at balancing diverse perspectives. A skilled strategist and outstanding planner, Amély seamlessly aligns client objectives with creative and impactful tactics. Bold and decisive, she knows when to take action. Everyone agrees: Amély is efficient, trustworthy, and deeply committed to her clients' success.

With over 20 years of experience, Amély has demonstrated remarkable versatility, successfully managing complex projects with rigor. She has led multiple teams, overseeing both the strategic planning and execution of mandates in various sectors, particularly in public and social affairs.

In addition to her role as Vice President, Amély now also plays a key role as Deputy General Manager of the agency. She oversees project team training, ensures the quality of mandates, and shares her extensive consulting experience for the benefit of the agency's clients.

Amély firmly believes in the essential role that each person can play—both professionally and personally—in building a better society. This conviction is reflected in her position on the board of *Fées Marraines*, an organization dedicated to promoting social inclusion, academic perseverance, and the well-being of youth from vulnerable backgrounds.



Sébastien Trottier

Vice-President

With over 25 years of experience, Sébastien Trottier has strong skills in strategic planning and issue management, while also excelling in the management of complex projects. His expertise makes him an invaluable resource, offering both strategic insight and top-tier client service. Throughout his career, Sébastien has demonstrated an exceptional ability to understand client needs and deliver results with precision, diligence, and professionalism.

A municipal affairs expert, Sébastien has worked with numerous cities in recent years on strategic positioning, crisis and issue management, and urban revitalization projects. He has advised and supported various public and private organizations on social acceptability initiatives, leading numerous public consultation processes and stakeholder engagement efforts. His expertise also extends to facilitating information sessions, public meetings, and advisory committees.

At Morin RP since 2006, he has led a wide range of projects for municipalities and public-sector clients. Today, Sébastien is one of the agency's leading trainers, specializing in media relations and public speaking.

Sébastien has been a board member of the Alliance des cabinets de relations publiques du Québec since 2018 and served as its president for three years.



Jules Hébert

Director, Public and Governmental Affairs

With nearly 20 years of experience in strategic consulting, public relations, and government relations, Jules has worked across multiple sectors, including culture, higher education, engineering, municipalities, entertainment, and telecommunications. He has had the opportunity to support international and local decision-makers—from Six Flags to Bell Media and the City of Montreal—helping them define objectives, navigate political landscapes, and implement the most effective strategies. His career has exposed him to a variety of environments and expanded his professional network significantly.

At Morin RP, Jules focuses on assisting clients in developing and executing public relations and government relations strategies based on data-driven insights while integrating ecological and energy transition considerations.

He holds a Bachelor's degree in Political Science from Université de Montréal and an Executive MBA from ESG UQAM and Université Paris Dauphine-PSL, equipping him with a strong understanding of organizational challenges.



Velma Boal

Director

Velma Boal stands out for her exceptional versatility. From developing and implementing internal and external communication strategies to managing various campaigns, media relations, and relationship marketing, her expertise is both extensive and diverse.

A graduate in public relations from Université du Québec à Montréal (UQAM), Velma has worked in multiple industries. She started in a communications agency before moving on to the Quebec Cancer Foundation and belairdirect, a leading Canadian insurance company, before joining Morin RP. These varied experiences have given her a deep understanding of different issues and a talent for crafting comprehensive and creative strategies.

With nearly 20 years of experience, Velma has been recognized for her energy, efficiency, analytical skills, and ability to build strong, trusted relationships with colleagues, partners, and both internal and external clients.

As a mother and engaged citizen, Velma is committed to the well-being and development of young children in Quebec. She serves on the board of a childcare center, advocating for early childhood development.



Catherine Duplantie

Director

With nearly 15 years of experience in public affairs, most of which in public relations agencies, Catherine Duplantie is known for her problem-solving mindset, adaptability, and efficiency. A recognized positive leader, she prioritizes teamwork and understands the importance of leveraging each person's strengths for project success.

Catherine has led numerous public affairs and citizen engagement projects, as well as hundreds of press operations across industries such as consumer goods, healthcare, finance, philanthropy, and real estate. Her experience in municipal communications and public engagement gives her a unique expertise in urban affairs.

Additionally, she is one of Morin RP's key trainers, having helped executives and leaders refine their media and public speaking skills. She has successfully managed both large and small-scale projects, ensuring exemplary project management. To Catherine, trust-based client relationships are the foundation of a successful mandate.



Elise Tardif-Turcotte

Digital Director

With nearly 15 years of experience in communications, Élise Tardif-Turcotte specializes in digital media, social media, and web platforms, bringing efficiency, adaptability, and agility to every project.

She holds a Master's degree in Journalism from Université de Montréal and another in Social and Cultural Anthropology from Université Laval. Her career spans digital strategy roles at major media companies, as well as work in community, philanthropic, and advertising sectors before focusing on public relations and digital communications.

Élise has coordinated and facilitated numerous public consultations, primarily for municipalities. Her versatile profile has also led her to manage strategic consulting, event organization, and content writing. Passionate about community engagement, she has served on several early childhood and education boards for the past five years.

What our clients think...

“Having Morin RP as a collaborator gives us **peace of mind**: their **sound advice**, always relevant, and their **deep knowledge of the Quebec media landscape** are invaluable to us. Over the years, we have developed such a **strong professional relationship** that they have practically become part of our communications team!”

– Alain Demers, Deputy Director, Communications, Quebec Professional Association of Real Estate Brokers

“A lasting professional relationship that is always valuable and collaborative. A **versatile** team we can rely on at all times.”

– Caroline Phémus, Director, Internal and Public Affairs, TD Bank Group

What our clients think...

“Working with Morin RP is like **having a fairy godmother at all times**. Over the years, we have built a relationship of trust with this agency, which takes a **cross-disciplinary and caring approach**. Regardless of the project’s budget, we have always felt valued and know **we can always count on them**. And a big plus: they are super friendly!”

– Eve Lagacé, MSI, Prof. Librarian, Executive Director, Quebec Library Association

“The Morin RP team has been a key ally for the Observatoire des tout-petits from the very beginning. They are **rigorous, highly attentive**, and always ready to **innovate** in their approaches to achieve excellence. It is a great pleasure to work with **this passionate team**, whose commitment is so strong that we see them as an extension of our own team!”

– Julie Cailliau, Director, Observatoire des tout-petits

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