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**From:** Mary Bernard [/O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=7E3E3E8D7F9345C2B0AAB3E0FD7A79F2-MARY BERNAR]  
**Sent:** 2017-06-16 2:52:36 PM  
**To:** Jane Leckey [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=2d516eef12b444edaca0ee56126664b3-Jane Leckey]; John Cannella [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=cd667c6d53774dd0a749783bb02ae89d-John Cannel]; Kate Longmoore [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=c7edab7b7ff941b79736d9f0bcff3464-Kate Longmo]  
**CC:** Tim Butters [/o=ExchangeLabs/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=51a65d6ed8cf46629b4c4226b8a7033f-Tim Butters]  
**Subject:** Fw: CEO Outreach - Comms Strategy  
**Attachments:** CEO - Comms and Outreach Strategy 2017 06 16.docx

Fyi.

Mary

Sent from my BlackBerry 10 smartphone on the Rogers network.

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**From:** Jordan Penic <jordan.penic@ieso.ca>  
**Sent:** Friday, June 16, 2017 12:56 PM  
**To:** Mary Bernard; Luisa Da Rocha; Nicole Hynum; Tina Oswald; Brian Shields; David Barrett  
**Cc:** Tim Butters; Robert Doyle; Chuck Farmer  
**Subject:** RE: CEO Outreach - Comms Strategy

Hello,

Thank you everyone for the additional feedback on the CEO Outreach Comms strategy. The final version is attached.

Cheers,

Jordan

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**From:** Mary Bernard  
**Sent:** June 09, 2017 4:46 PM  
**To:** Luisa Da Rocha; Nicole Hynum; Tina Oswald; Brian Shields; David Barrett  
**Cc:** Tim Butters; Jordan Penic; Robert Doyle; Chuck Farmer  
**Subject:** CEO Outreach - Comms Strategy

As you know, we have been developing a comms strategy to support Peter Gregg's start date, as well as the priority communications outreach (both internal and external) that will take place in the first days/ weeks/ months of his transition. This document is a bit of an evolution of what was developed in March/ April. Attached is the latest version.

Any feedback you have on these plans is welcome.

Many thanks, and have a good weekend.

Mary