

MEDIA INFORMATION

SIGNAL of Toronto & LEVICK of DC ally on leadership communication

Cooperation in cybersecurity, litigation communication, social media for CEOs

TORONTO & WASHINGTON, DC, February 1, 2017 – SIGNAL Leadership Communication Inc. of Toronto (SIGNAL) and LEVICK Strategic Communications, LLC of Washington, DC (LEVICK) today announced that they have entered into an affiliation agreement which will see the firms cooperate in the area of digital public relations and leadership communication.

“LEVICK has a highly respected track record in tackling some of the toughest global crisis and issues management situations and we believe that their advanced expertise and deep experience especially in litigation communication and cybersecurity will benefit our clients and aid our business expansion efforts,” says SIGNAL Principal Bob Pickard. “Given the digital corporate comms area we are now collaborating on, it seems somehow fitting that Richard Levick and I first met on Twitter. Especially in the context of the game-changing Trump Administration, having a relationship with a thought leader of his stature in DC is critically important.”

“SIGNAL is a very dynamic new firm focused on leadership communication for a social media age, and we look forward to leveraging their knowledge and know-how in this high potential premium consulting field,” says LEVICK Chairman and CEO Richard Levick. “Canada is an important market for us and we will be building our international capabilities as we expand LEVICK’s footprint and address increasingly global opportunities. Indeed, because Bob Pickard has years of experience as a senior PR leader in Asia, we have already been working with him on some opportunities and will be deepening our relationship in the future.”

Signal Leadership Communication Inc. is a social public relations firm for executives and organizations with images to create, issues to manage, relationships to build, and reputations to protect in a digitally disrupted era. It is the one communications consultancy expressly dedicated to serving senior leaders with PR counsel that is both strategic and social by design, informed by a deep understanding of analytics, content, communities, media, sustainability and technology. SIGNAL is owned and managed by respected partners offering a unique blend of agency and client backgrounds with domestic and international experience. The company is partnered with Nanos Research, one of North America’s premier market and public opinion research organizations.

LEVICK is one of the world’s leading independent strategic communications consulting firms – an industry leader in the areas of risk and crisis management, litigation, business intelligence, public affairs, and corporate and real estate communications. With extensive experience ranging across multiple categories and industry sectors, LEVICK has represented companies and countries in the highest-stakes matters, from the Wall Street crisis to the Gulf oil spill; from the largest instances of cyber-espionage in U.S. history to the Catholic Church crisis, and in multiple U.S. Supreme Court cases. LEVICK sets industry standards in all of these sectors and our counselors routinely earn distinction as award-winning crisis communications and public affairs professionals. LEVICK has been honored as Crisis Agency of the Year and Litigation Communications Firm of the Year, as well as receiving dozens of other accolades from the most respected publications and organizations in the communications industry.