

MEDIA MUSCLE WITH CHRIS DORNAN



FINDING YOUR STORY, BUILDING BRAND, UNDERSTANDING THE IMPACTS, NAVIGATING FOR SUCCESS

Chris Dornan is one of Canada's most prolific sports PR consultants, providing media and public relations support over the last 20 years to many of Canada's amateur and professional athletes and sport organizations.

Having represented Canada at nine Olympic and six Paralympic Games, along with countless major international events, Chris opened his own communications consulting company in 2008 — High-Performance Public Relations – where he provides communications support to Own the Podium along with five of Canada's summer and winter sport organizations. He has played a key role in building brand and media opportunities for many of Canada's most successful athletes in winter and summer sport. In addition, Chris is also the media director for two of the PGA TOUR's leading Champions Tour events: Insperty Invitational (The Woodlands, TX) and Shaw Charity Classic (Calgary).

Media Muscle - the media and brand training leveraged by personal experiences with many of Canada's top athletes

What Chris will deliver...

- Find Your Story.
- Learn how to Build Your Brand and stay true to your Brand through good and bad days.
- Learn how to create messages and communicate through stories in a compelling way that delivers results