



PRATT

Public Relations Association
of Trinidad and Tobago



COMMS Connvos

**EMPOWERING
CONNECTIONS**

WEDNESDAY SEPT 6TH, SEPTEMBER, 2023

TRINIDAD HILTON HOTEL AND CONFERENCE CENTER

AGENDA

REGISTRATION & BREAKFAST

WELCOME REMARKS - PRATT PRESIDENT
LASHAUN RAMDIN

OPENING REMARKS - MINISTER OF COMMUNICATION
THE HONOURABLE SYMON DE NOBRIGA M.P.,
MINISTER WITH THE RESPONSIBILITY FOR COMMUNICATIONS,
OFFICE OF THE PRIME MINISTER

WORKING SESSION: EMOTIONAL INTELLIGENCE
NICOLE DUKE-WESTFIELD

PANEL DISCUSSION: COMMUNICATION FOR BEHAVIOURAL CHANGE

MODERATOR: HANS DES VIGNES
HIS EXCELLENCY DR. ROGER GOPAUL
HANS DES VIGNES
NADELLA OYA
ISOLDE ALI-GHENT
AKEELA MARIN

BREAK

FIRESIDE CHAT: THE ART OF STORYTELLING
DR. TERRI-KARELLE REID

PRESENTATION: THE IMPORTANCE OF THE 4TH ESTATE
SENATOR THE HONOURABLE REGINALD T.A. ARMOUR S.C.,
ATTORNEY GENERAL AND MINISTER OF LEGAL AFFAIRS

PANEL DISCUSSION: RESPONSIBLE REPORTING AND MEDIA ALLYSHIP

MODERATOR: SENATOR THE HONOURABLE REGINALD T.A. ARMOUR S.C.,
LAURA DOWRICH
SENATOR. DR. PAUL RICHARDS
CARLA FURLONGE - WALKER

LUNCH

WORKING SESSION: CRISIS COMMUNICATION
DONNA RAMSAMMY

PANEL DISCUSSION: COMMUNICATION IN A DIGITALLY TRANSFORMED STATE

MODERATOR: KEJAN HAYNES
BREVARD NELSON
RICQCOLIA PHILLIP
MARK LYNDERSAY

NETWORKING RECEPTION

MEET THE SPEAKERS

TOPIC: EMOTIONAL INTELLIGENCE

WHAT IS EMOTIONAL INTELLIGENCE?

WHY IS IT IMPORTANT FOR COMMUNICATORS?

HOW TO BE EMOTIONALLY INTELLIGENT IN COMMUNICATING?



NICOLE DUKE-WESTFIELD

BIO: Nicole Duke-Westfield has three decades of experience in Corporate Communication and Journalism. She has held senior media roles at two leading news conglomerates contributing to the growth of in-depth and comprehensive news and business reporting.

As a corporate communication professional, she has worked with leading global brands in energy and banking, holding senior corporate roles and leading communications teams through major acquisitions, change and transformation initiatives and crisis and issues management.

TOPIC: COMMUNICATION FOR BEHAVIOURAL CHANGE

WHAT ARE THE KEY ELEMENTS IN COMMUNICATING FOR BEHAVIOURAL CHANGE?

WHAT ARE THE FACTORS TO BE TAKEN INTO CONSIDERATION?

SUCCESS STORIES | COMMUNICATION STRATEGIES

HOW TO IMPROVE IN COMMUNICATING FOR BEHAVIOURAL CHANGE?

HANS DES VIGNES

BIO: Named as one of the "40 under 40" most influential people in Trinidad and Tobago, Hans des Vignes has over twenty years of professional experience and training as a media personality and producer.

He then added to the production and hosting of award-winning content at Synergy TV and gained the admiration and following of listeners at Boom Champions, 94.1. Hans is the co-founder of Hand to Hand Productions. He also produced corporate features, television shows and advertisements. Hans continued to further his academic pursuits by completing training and certification in hosting at Aspire (London), protocol training, ACCA and an MBA in Entrepreneurship, Leadership and Innovation.



MEET THE SPEAKERS CON'T



NADELLA OYA

BIO: Nadella Oya is the founder and director of Createfuturegood, an organisation that directly works to serve children and adolescents across the Caribbean.

She is an experienced Strategist Problem Solver for Social Impact Initiatives with demonstrated success in developing and producing effective Communications for Social Impact and Behaviour Change.

ISOLDE ALI-GHENT

BIO: A Clinical Psychologist, she is currently the Managing Director of IAG and Associates Limited, a company that has been established since 2001 and that has been dedicated to providing a vast variety of psychological services in both private and public sectors.

Her specialties include clinical assessments of children, adolescents and adults, counseling and therapy for children, adolescents and parents, drug and alcohol education, family therapy, group therapy, clinical supervision and career assessments.

Isolde is also, certified in trauma intervention and considered an expert in the field of post-traumatic stress disorder.

Ms. Ali-Ghent has held a private practice in Trinidad since 1997 along with being a member of the Trinidad and Tobago Association of Psychologists of the same year.



AKEELA MARIN

BIO: Akeela Marin brings a wealth of expertise to the realm of communications as a Senior Government Communications Specialist at the Office of the Prime Minister Communications and an Adjunct Lecturer at COSTAATT.

Armed with a Master's Degree in Communication for Social and Behaviour Change, Akeela has woven her passion into action. Her notable work on Behaviour Change Campaigns with the United Nations Development Programme in Jamaica and the Jamaica Association for Debating and Empowerment (JADE) Ltd has made a tangible impact on communities.



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HIS EXCELLENCY DR. ROGER GOPAUL

BIO: Dr. Gopaul is the High Commissioner/Ambassador of the Republic of Trinidad and Tobago to the Republic of India. He is also accredited to Japan, Singapore, Indonesia, Bangladesh and Sri Lanka. Dr. Gopaul was formerly the High Commissioner/Ambassador to South Africa and 10 other African countries.

Prior to being a diplomat, Dr. Gopaul was a Chartered Accountant having worked with international organisations. He was also a senior lecturer of Finance and Management Strategies at a university in Trinidad.

TOPIC: THE ART OF STORYTELLING

WHAT IS A BRAND STORY? HOW TO USE YOUR BRAND STORY IN COMMUNICATING? HOW CAN WE TELL A STORY FOR NEWS?

DR. TERRI-KARELLE REID

BIO: Dr. Terri Karelle Reid, the veterinarian-turned-media personality, is the Caribbean's leading event host, an award-winning Media and Communications practitioner, an internationally acclaimed speaker, TV personality, author of "My Brand Compass" and community builder.

With her captivating presence and magnetic energy, Terri-Karelle has become a force to be reckoned within the world of events and entertainment which has earned her a place as one of the Most Influential People Of African Descent (MIPAD) Class of 2023 Global Top 100 list (40 under 40).



Terri-Karelle has built a reputation anchored in excellence and integrity.

This bilingual dynamo has a penchant for paying attention to details, solving problems, fostering great relationships, surpassing expectations and advocating for causes she is passionate about.

She has mastered the art of communication, online branding and storytelling and has thrilled audiences across the Caribbean, Europe, Asia and the USA.

TOPIC: RESPONSIBLE REPORTING AND MEDIA ALLYSHIP

HOW CAN WE HELP THE MEDIA TO HELP US IN LANDING A STORY? LIBEL, SLANDER, DEFAMATION OF CHARACTER - DEFINITIONS FOR THE SAME. WHAT CONSTITUTES A BREACH IN THE ABOVE? ANY LEGAL RAMIFICATIONS FOR THE SAME IN A LOCAL SETTING? IMPORTANCE / BENEFITS OF ESTABLISHING AND MAINTAINING MEDIA RELATIONSHIPS.



**SENATOR THE HONOURABLE
REGINALD T.A. ARMOUR S.C.**

ATTORNEY GENERAL AND MINISTER OF LEGAL AFFAIRS

BIO: Senator the Honourable Reginald T.A. Armour S.C., Attorney General and Minister of Legal Affairs, appointed effective March 16, 2022. Mr. Armour S.C. is an Attorney at Law of some forty (40) years of private practice, having been called to the Bar of Trinidad and Tobago as a Barrister in 1980. He has specialized as an Advocate in the areas of Commercial Law, Labour Relations, Constitutional and Public Law and Fraud and, over the years developed and maintained a wide Caribbean Legal practice.

He has brought to the Office of Attorney General and Minister of Legal Affairs (AGLA) a broad and deep body of experience well suited to his constitutional and ministerial portfolio. Senator Armour, in his capacity as Attorney General and Minister of Legal Affairs, continues in discharging the constitutional mandate of his office to promote the rule of law, contribute to good governance of Trinidad and Tobago and being the guardian of the public interest.

DR. PAUL RICHARDS

BIO: Senator Dr. Paul Richards has over 35 years in the multimedia industry. His name is synonymous with both Television and Radio presentation and production in Trinidad and Tobago.

He is focused on education through media and specialise in designing training and communication modules for optimal productivity; television management; production and presentation; commercial and copywriting; radio management; production; policy direction; presenting and conceptualizing radio and television shows and advertising content. In 2015, he was appointed as an Independent Senator in the Parliament of Trinidad and Tobago.



LAURA DOWRICH

BIO: Since her entry into the media almost 25 years ago in her native Trinidad and Tobago, Laura Dowrich-Phillips has built a reputation as a leading writer and voice in entertainment, culture and lifestyle coverage. In the mid-2000s, she helped to shape entertainment coverage in T&T through the Metro Magazine, a popular publication which she produced while working as an Editor at Guardian Media Limited. At Loop News, the region's largest digital media platform where she currently holds the title of Lifestyle and Culture Manager, Laura continues to pursue her passion with energetic coverage of the entertainment industry and exclusive interviews and stories.



MEET THE SPEAKERS CON'T



CARLA FURLONGE-WALKER

BIO: Carla Furlonge-Walker is a Senior Advisor and Specialist Consultant in FMCG Marketing, and Commercial and Business Operations. With an extensive and respected career in operations and reputation management, she has consistently leveraged her knowledge and expertise in the areas of marketing, strategic communications and business operations to garner increased revenue growth, to ignite iconic regional brands across several sectors, and to strengthen stakeholder relations, employee engagement and customer loyalty.

TOPIC: CRISIS COMMUNICATION

WHAT CONSTITUTES A CRISIS? WHAT ARE THE TENETS OF CRISIS COMMUNICATION? PRACTICAL STRATEGIES TO EMPLOY IN A CRISIS

DONNA RAMSAMMY

BIO: Donna Ramsammy is Managing Director and owner of Virtual Business Services Caribbean with boutique agencies in Trinidad & Tobago and Guyana.

With over 20 years in senior leadership roles with international MNCs and regional conglomerates, she is a sought after coach and advisor to business leaders in a number of sectors. She is a highly sought-out communications strategist with expertise in ethical PR and advocacy.



TOPIC: CRISIS IN A DIGITALLY TRANSFORMED STATE

SECURITY | CONTENT CREATION AND ITS ROLE IN THE DIGITAL SPACE ALL FORMS OF COMMS THAT DIGITAL SUPPORTS AND ITS BENEFITS



KEJAN HAYNES

BIO: Kejan Haynes is an experienced media professional with a demonstrated history of management in the broadcast media industry with experience as anchor, on air reporter and producer. An alum of the Columbia University - Graduate School of Journalism, he is skilled in Journalism, Media Relations, Spanish, camera work, Adobe premier pro, ENPS, iNews and Dalet.

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BREVARD NELSON

BIO: Co-Founder & Director of Caribbean Ideas Ltd and Managing Director of Synapse, a company dedicated to helping Caribbean brands and businesses become more globally successful and influential, through the power of technology and modern marketing techniques.

Brevard has a unique blend of marketing and corporate communications talent, IT expertise, seasoned with an entrepreneurial spirit. Caribbean Ideas has served many blue-chip regional and international businesses and won multiple awards including Addys, the Hidden Champion award by the IDB and Korean EXIM Bank, Service Provider of the year award 2015 by TTCSI. In 2022, Brevard was also appointed as an Independent Director on the Board of Directors of the Trinidad and Tobago Unit Trust Corporation.

Brevard completed an Executive Education Programme at the Harvard Business School and holds a Masters Degree in International Marketing Communications from the London Metropolitan University, a Masters in Management from the ESCM Business School in France and holds an undergraduate Business degree from the University of the West Indies.

He is also currently pursuing a Masters of Law degree at the University of London with a focus on Computers and Communication Law.



RICQCOLIA PHILLIP

BIO: Ricqcolia Phillip an award-winning content creator, writer and content marketing strategist. As the founder of Sister Isle Digital and lifestyle mag ricqcolia.com, she lives and breathes content!

With close to a decade in the field, she is passionate about teaching and empowering others on how to step up their content through her own tried and tested experiences.

MEET THE SPEAKERS CON'T

MARK LYNDERSAY

BIO: Mark Lyndersay has worked as a practicing journalist since 1978 and began writing his column on technology, BitDepth, in September 1995.

The column has been published in the Trinidad Express, Trinidad Guardian, The Wire and appears in first run in TTNewsday.

In April 2014 he amplified the coverage of local technology issues and matters of concern to the Caribbean region with a news website, TechNewsTT.

Much of his reporting is hands on, reflecting his experiences with the technology under discussion

and offering practical assessment of its relevance and potential.



HOST: LEISEL DOUGLAS

BIO: Leisel Douglas is the Chief Communicator behind the wheels of PRos & COMMS Ltd.

She often says that Communication is her Love Language and applies this to every aspect of her life.

With over 10 years' experience working in Communications; PRos & COMMS is the realisation of her dream to create a central hub where persons can access all things communication needed for their respective ventures.

She has served clients across industries, namely entertainment; sport; telecomms; sales; fashion; banking & finance; distribution; governance; health and transportation.



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SPECIAL THANKS TO:



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Office of the Prime Minister - Communications



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