

Subject line: Corporate discount - IABC/Toronto Communicator of the Year tickets

Good afternoon [NAME],

IABC/Toronto is pleased to announce that Wes Hall, Founder and Executive Chairman of Kingsdale Advisors and Founder and Chairman of the BlackNorth Initiative, has been awarded the prestigious 2020 [Communicator of the Year \(COTY\) Award](#). This prestigious award recognizes a Greater Toronto Area executive whose demonstrated leadership and communications skills drive business results and has had a substantially positive influence in our community.

A leading Toronto media personality will moderate an exciting and engaging *Communicator of the Year Virtual Fireside Chat* - sponsored by [Rogers](#) - on March 30. During this, Dr. Hall will discuss:

- The importance of communications in his success
- Some tactics that organizational leaders can implement to tackle anti-Black systemic racism in Canada
- How we can be change agents within our organizations and communities

There will also be opportunities to engage with Dr. Hall during the *Fireside Chat*.

As a trusted leader in the communications and public relations industry, **I am offering your organization a 15% discount for group registrations of more than five people.** With only two weeks away, don't miss your chance to [purchase tickets](#) for you and your colleagues using the promo code: **COTYROGERS21**.

We look forward to your presence at the *Communicator of the Year Virtual Fireside Chat*.

Sincerely,
Russell