



FACT SHEET

NAME: WOOTTEN & SOMMERS, Principals: Anne Wootten and Susan Sommers

CONTACT INFORMATION: Based in Toronto, Canada. contact@woottensommers.com

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TARGET MARKETS: Entrepreneurs (from young entrepreneurs to boomer entrepreneurs), corporate executives and managers, authors, speakers, and non-profits.

PRODUCTS AND SERVICES

Keynotes, workshops, and course modules in presentation skills, content creation, and media relations. Training sessions are fast-paced, hands-on, and interactive, full of practical and actionable tools and exercises for immediate use to bring clarity to communications:

Build a Content Marketing Toolkit: Your Blueprint for Speaker, Author, or Coaching Success: Find your writing voice and create your own Marketing Toolkit, featuring 7 essential content tools: your story, sell sheets, marketing kits, website content, tips sheets, testimonials, and an Online Media Room.

Polish Your Performance: Strike an authentic and professional tone through body language, movement and gestures, eye contact, pitch, breathing, voice control and wardrobe. Gain the on-camera confidence you need to present at meetings, networking sessions, and events. Topics include find your light, perfect your profile, maintain eye contact, dress the part, understand body language, mind the volume, and select your perfect background.

Develop Dynamic Marketing Videos: Create a series of customized videos for your company or organization and feature them online for training courses, virtual meetings, keynotes, and websites. Videos enhance your credibility, add value to your brand, and highlight the features and benefits of your products and services.

Pivot Your Meetings Online: Engage your audience and lead productive online meetings, webinars, and networking events. Learn how to connect and interact through polls, exercises, and Q & A sessions.

Become Your Own Publicist with an Online Media Room: Build a dynamic Media Room on your website to craft and deliver your key messages directly to traditional media and bloggers, to generate media interest, support, and coverage. Feature your bio and company backgrounder, fact sheets, media releases and media alerts, feature story ideas for different types of media, and media coverage.

COACHING PACKAGES

We offer One-on-One and Group Coaching sessions to prepare participants for networking, keynotes and presentations, job interviews, pitching, webinars, podcasts, and sales meetings. Contact us for coaching in content creation for scripts, presentations, websites, sales and marketing kits, and Online Media Rooms.



SUSAN SOMMERS



ANNE WOOTTEN

BACKGROUNDERS

We are award-winning speakers, authors, and performers with over 25 years of successful projects in public relations, media, and entertainment.

SUSAN SOMMERS is one of Canada's foremost marketing and media relations experts. Through her public relations firm, susan sommers + associates, Susan organized marketing and publicity campaigns for high-profile clients, including the Toronto Blue Jays and Queen's University. She is the author of three books on Canadian marketing and media relations. As a journalist, Susan has written weekly columns for *The Globe and Mail* and *The Toronto Star* newspapers. She was a marketing instructor at the University of Toronto, School for Continuing Studies for over 20 years and has designed and delivered marketing and media relations courses at the Schulich School of Business' Executive Program; Carleton University's Sprott School of Business; Ryerson University; and University of Western Ontario.

ANNE WOOTTEN is one of Canada's leading experts in presentation skills. Her unique approach to teaching and coaching stems from a three-decade career in the entertainment industry. As a successful theatre director and film choreographer, Anne has directed and coached internationally known theatre, film, and television performers, including Bette Midler, Patrick Dempsey, Brian Dennehy, and Chris Farley. She is also well-known for her work as a producer, teacher, writer, speech coach, business image consultant, and special events consultant. Anne is a certified Corporate Etiquette and International Protocol Consultant. In 2013, she received her training and certification from the Protocol School of Washington®, the most highly regarded business etiquette, image, and international protocol school in North America.



TESTIMONIALS FOR WOOTTEN & SOMMERS

"I've spent multiple hours educating myself on everything I could find relating to online work. Your excellent content was delivered in an intelligent, relaxed manner that even I, with absolutely no background knowledge can grasp and use profitably. It is very evident that your purpose is the success of your clients, first and foremost. I can truthfully say that of all the many sessions I have enjoyed, yours tops them all. The rest is up to me."

Mary Catherine Ptatschek, Sew Fine Linen

"I really enjoyed your COW presentation. What you shared is helpful to create outreach connections with the media."

Eva Sachs, Certified Divorce Financial Analyst

"Thank you so much for reminding me yesterday about online media rooms in your workshop yesterday. In Covid, this is such a valuable asset when journalists can't get the interview and vis they need."

France Fontana Hart

"Anne & Susan captivated our audience from start to finish! Their combination of knowledge, enthusiasm, experience, and empathy is what truly sets them apart. I have no reservations recommending them for speaking opportunities elsewhere and I look forward to having them do business-related programming events at our library for many more years."

Abbas Amarshi, Business Studies, North York Central Library

"Anne and Susan offer a combination of communications and public relations techniques that are practical, timely and applicable for every business. After attending a seminar with them at the Toronto Library, we felt energized and inspired!"

Manuela Parisi Bruga

"Anne is an excellent speaking coach and etiquette expert. She is warm, gracious, and very helpful with making one feel comfortable in front of groups of people. She wants you to succeed and does her best to help you to do so."

Steffi Black, Steffi Black Coaching

"Thank you very much for your long-standing commitment to our marketing learners – you provided so much value to them with your public relations expertise and to us, as an excellent instructor."

Keri Damon, Program Director, Business and Professional Studies, School of Continuing Studies, University of Toronto

"Great job."

Anne Day, Founder, Company of Women

"Thank you for coming forward to help me with my passion for speaking. It is certainly an art but also has a structure."

Sumi Prabahara