



International Association  
of Business Communicators  
Detroit

# The Gordie Howe International Bridge Project and How We Communicate to an International Audience

Join this dynamic leadership team, with a combined total of **over 60 years experience** in communications as they discuss the approach that has been taken to **international communications** on the Gordie Howe International Bridge project. The \$5.7 Billion (CDN) project is one of the largest infrastructures project in North America. During the session they will touch upon the following:

- Approach to communicating to an **international audience** on a mega project
- Approach to **consultation and stakeholder relations** (both internal and external)
- Approach taken for **community benefits**
- Approach to **media relations**

Also, the **Communications Team at WDBA** has had the privilege to be recognized internationally by IABC with the following awards: **Silver Quill, Ovation Award of Merit, Renaissance Award of Excellence.**

## PRESENTERS:

**Heather Grondin**, Vice-President, Communications and Stakeholder Relations, Windsor-Detroit Bridge Authority (WDBA)

**Mark Butler**, Director of Communications, WDBA

**Stephanie Campeau**, Director of Stakeholder Relations, WDBA

**See you there!**



**COST: NO CHARGE TO ATTEND**

Register via Eventbrite link.

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**Wednesday, December 2nd  
12:30 to 1:30 p.m. EST**

*Online Event*

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