



## **Goulet Telecom and Kennedy Communications launch communications and public relations Training Program for the new age of telecom**

**13 June 2005 (Montreal)** – Telecom industry communications/PR specialists continuously seek to better manage the medium and message associated with new mobile services, VOIP, IP, broadband, deregulation and industry-wide consolidation. Goulet Telecom International has teamed up with Kennedy Communications to launch a Communications & Public Relations Training Program targeting just that, and to be held in Montreal, September 2005.

Telecom industry communication and PR specialists have a challenging task. Their job is to maintain a positive relationship with an amazingly large number of key stakeholders, from residential customers to national regulators. Not only are companies marketing new telecom services but the very technologies now for sale offer new means of communicating with stakeholders. Communicators cannot be complacent to assume that what they communicated and the way they communicated a few years ago is the same as today.

“Given the enormous change in the telecom industry over the last five years, from the dot-com downturn to intensive cost cutting and now mergers and market repositioning at both national and international levels – traditional telecom operators and new operators need to think hard about their positioning and key messages to stakeholders,” said Michel Bruyère, General Manager of Goulet Telecom International. “Many companies, from the executive level outward are re-learning the importance of a communications audit and developing a strategic communications plan to address new telecom market realities,” he added.

“Goulet Telecom International and Kennedy Communications together identified the need for a communications and public relations program targeted to the highly competitive telecommunications industry”, said Joanne Kennedy, President of Kennedy Communications. “It’s the right program for any telecommunications organization recognizing the importance of building good relationships with key stakeholders”. Goulet Telecom and Kennedy Communications both know that it is critical to send the right messages for new technology markets, and using the right technologies.

Goulet Telecom International’s Communications & Public Relations Training Program will be held in Montreal from 19 to 30 September 2005 and is open to telecom managers and personnel responsible for communications, marketing and public relations.

For more information on our training services, please contact us at [training@goulet-telecom.com](mailto:training@goulet-telecom.com).