



Developing Personality PLUS

Meggan Desmond has a demanding job — Communications Officer for the Sydney Tar Ponds Agency. She studied journalism in the past and now, with her employer's support, has completed a Certificate in Business Communications at Saint Mary's.

The program is work-related, says Meggan, who is already applying what she's learned. "For example, I recently had to send out a media advisory. I was able to do that without making it sound too stuffy." Her instructor, she says, is also anything but stuffy. "She was the biggest surprise — fun and

outgoing. I feel sure that I've retained more because of her lively and interactive teaching."

Saint Mary's is the institution of choice for Meggan's employer for this type of training, and the certificate program will help Meggan apply best practices to her many roles: media relations, tour coordination, media monitoring, report editing, and social media management.

On a fundamental level, Meggan says, she is learning an approach that breathes life and freshness into business communications. "I'm discovering how to allow some of my own personality to come through and still be professional."

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