



Exclusively represented
by The Lavin Agency

Diane Francis

One of Canada's Leading Business Writers
Staying on Course in Uncertain Times

"I don't consider myself a journalist who covers business," says Diane Francis, "but rather a business person who delivers insight through journalism." This is an important distinction to make. Anyone can *recite* the business headlines; only those, like Francis, who possess a thorough understanding of the business world, can make *sense* of the headlines. An Editor-at-Large at *The National Post*, a bestselling author, and a broadcaster, Francis is an accessible guide through the pitfalls and opportunities facing Canadian companies both at home and on the world stage.

She is the author of several bestselling books, including 2008's *Who Owns Canada Now?*, which examines the transformation of the Canadian economy in the past generation, and profiles 75 Canadian billionaires, many of whom were not even on the radar a decade ago. Francis is also a Media Fellow with the World Economic Forum, and an advisor to several corporations. She is the Distinguished Visiting Professor at Canada's largest business school, the Rogers School of Management at Ryerson, and was a Fellow at the Shorenstein Center on Press, Politics and Public Policy at Harvard's Kennedy School of Government. She writes an article on marketing for the *New York Sun*, and is a contributor to The Huffington Post.

Select Keynotes Presentations by Diane Francis

Staying on Course in Uncertain Times

With her deep insider's knowledge of today's business stories, Francis makes sense of national and international developments for your industry. From global competitiveness to a host of other topics, Francis shares her unparalleled ability to spot and interpret key trends in the global business arena, helping you stay on course with this informed and hard-hitting keynote.

Marketing and Branding in a Complicated World

A marketing and advertising columnist for both *The New York Sun* and *The National Post*, Francis looks at a plethora of new marketing challenges (and opportunities): globalization, the implosion of the traditional media business model, and newly powerful consumers. She explores the major trends to look at what's working worldwide -- and that you can apply to your own strategy.

The Energy Sector and Your Business

As a business writer and an energy expert with global experience -- and contacts -- in this critical sector, Francis has a depth of understanding about stocks, players, global supply-and-demand, oil geopolitics, price trends, outlooks, and technology advances, as well as greener alternative sources.