

DANIÈLE BLAIN

6630 Monkland Ave.
Montréal, Québec
Canada H4B 1H4
Telephone (514) 488-3331 – Fax (514) 488-3999
E-mail: dblain@aei.ca
Nationality: Canadian
Languages: French, English, Spanish, Italian

FIELDS OF EXPERTISE

- Research, analysis and organizational interventions
- Strategic and operational communications
- Writing and production of documents
- Training and facilitation

AREAS OF SPECIALIZATION

- Social, economic and cultural issues
- International development
- Public institutions and organizations
- Participatory processes

SUMMARY OF EXPERIENCE

Danièle Blain has been working for over thirty years as a communications specialist, researcher and organizational intervention. She began her career as a journalist in both Canada and Italy, and later worked as a communications advisor, notably for the Food and Agriculture Organization (FAO) of the United Nations, and for the Canadian International Development Agency. She is currently Senior Partner at **Passez Go**, a company she founded in 1993, which specializes in research, organisational communication, evaluation and training services.

PROFESSIONAL HISTORY – CHRONOLOGY

1993 - present Founder and Senior Partner, **Passez Go**;
1992 - 1993 Director of Communications, International Centre for Human Rights and Democratic Development (ICHRDD), Montréal;
1992 Analyst, Québec, Communications task force, Federal-Provincial Relations Office, Ottawa;
1987- 1992 Communications Advisor, Communications Branch, Canadian International Development Agency (CIDA);
1982 - 1987 Communications Officer, FAO, Rome;
1982-1987 Freelance journalist and reporter at large for Canadian (Le Devoir, La Presse, L'actualité, TVA) and international (Libération, RCI, BBC, Deutsche Welle) media.
1977 -1981 Journalist, *Le Journal de Montréal*, Montréal;

RESEARCH, ANALYSIS AND ORGANIZATIONAL INTERVENTION

- Project management, research and production of synthesis papers, opinions and memoirs; planning and implementation of consultation and organizational change processes;
- Planning and implementation of applied and participatory research projects;

Demonstrated skills: team structuring and management; knowledge of qualitative and quantitative research methods, participatory approaches and animation techniques; understanding of strategic issues and organizational processes; ability to quickly analyse, clarify and synthesise data.

Mandates:

- Planning and management of the 2010 CIVICUS World Assembly, Montreal, Institut du Nouveau Monde (2009-2010);
- Organizational support (file management, coaching, team retreat planning and animation), issues and institutional relations management, Canadian International Development Agency, Programme de la Francophonie (2008-2010);
- Planning and realisation of a participatory research on the inclusion of immigrant families in community-based family organisations' activities, Conseil de la famille et de l'enfance du Québec (CFE) (2005-2007);
- Participatory process management : creation and adoption of a demands platform, Fédération québécoise des organismes communautaires famille (2006);
- Creation and production of participatory evaluation tools, Afeas (2004);
- Conceptualization, planning and contents management, *Démographie et famille* Symposium, CFE (2000);

STRATEGIC AND OPERATIONAL COMMUNICATIONS SERVICES

- Development of strategic and operational communication plans;
- Planning, management and implementation of public relations and media relations initiatives; coordination of special projects and ministerial events in Canada and abroad;
- Development and organization of symposiums, workshops, luncheons, etc.;
- Crisis management, consulting services and management support.

Demonstrated skills: political and strategic sensibility; flexibility and creativity; ability to understand and simplify issues, to plan and improvise; management of teams, programs, projects and budgets; logistical skills; extensive knowledge of organizational communications, and of the media's needs and expectations.

Mandates:

- Strategic and operational planning of the Canadian International Development Agency's (CIDA) participation to federal government initiatives for Quebec City's 400th anniversary; communications support for CIDA's presence at the XI^e Sommet de la Francophonie (2006-2008);
- Environment analysis and development of a strategic position on the issue of minimum wages for poor families, Association féminine d'éducation et d'action sociale (Afeas) (2006);
- Planning, and organization of the inauguration of UNESCO's Institute for Statistics' new Montreal headquarters, in the presence of UNESCO's Director General (2001);
- Planning, coordination and implementation of CIDA's communication initiatives on the occasion of the Francophonie Games (Ottawa-Hull, 2001) and Summit (Moncton, 1999);

WRITING AND PRODUCTION OF DOCUMENTS

- Writing of public and administrative documents: reports, speeches, press releases, administrative notices, etc.;
- Conception and publication of brochures and newsletters;
- Development of opinion pieces and articles.

Demonstrated skills: impeccable grammar and syntax; versatility, creativity and capacity to popularize complex issues; ability to quickly understand and execute mandates; effective management of production processes; strict respect of established deadlines.

Mandates:

- Structuring, writing and editing of Canadian Heritage's Bulletin 41-42 on Official Languages (2009-);
- Structuring, research and writing of the National Film Board's annual report (2005-2008);
- Production of a consultation document, Curateur public du Québec (2006);
- Writing and production coordination of a news bulletin for Quebec's Comité patronal de négociation du secteur de la santé et des services sociaux (2005);
- Rewriting of various Regional development plans for Quebec's public land, Ministère des ressources naturelles et de la Faune du Québec (2004-2006) ;
- Research and writing of the *Report on the Implementation of the Pay Equity Act in 10 to 49 Employees Businesses*, Commission de l'équité salariale du Québec (2002);
- Speech, letter and editorial writing : NFB (2002-2008), Heritage Department (2009), *Fonds de Solidarité FTQ* (2000), Conseil de la famille et de l'enfance du Québec, (1999-2005); Press release development : NFB, CIDA, CFE, Conseil des Montréalaises, HEC Montreal's Alumni Association, 1994-2010)

TRAINING AND FACILITATION

- Development of customized training sessions;
- Facilitation of meetings and brainstorming sessions
- Planning of internships and supervision of international interns;
- Management of professional development programs in the workplace.

Demonstrated skills: needs identification, development and management of training programs; mastery of group leadership and animation techniques and pedagogical approaches; intercultural communication skills.

Mandates:

- Structuring and facilitation of a seminar on the role and responsibilities of the Association féminine d'éducation et d'action sociale regional managers (2006);
- Facilitation of an exploratory meeting with national (Quebec) grassroots associations, Status of Women Canada (Quebec) (2001);
- Intensive one-day training on organizational communications for senior managers (Acier Leroux, 1998);
- Management of an informal professional development process (luncheons) for CIDA's Americas Branch (1995-1996).

DEGREES AND PROFESSIONAL TRAINING

1993-2000	M.A. in Organizational Communication and International Development, Université du Québec à Montréal, graduated with distinction;
1977-1989	B.A. in Journalism, Political Science and Theatre, Université Laval;
1971-1974	D.E.C. in Humanities, Collège Jean-de-Brébeuf, Montréal;
1990-1991	Seminar on public environment analysis (University of Ottawa); Management orientation program for middle management (Canadian Centre for Management Development); Course on human rights and democratic development policies and projects (DFAIT/CIDA).

OTHER ACTIVITIES

- Co-owner, Rucher Apis, small-scale certified organic apiary (1999 to present)
- Referee, Canadian Journal of Development Studies (manuscripts evaluation, 1999 - 2005);
- Founding member of THOT, Communication and development research and action group (1994 - present);
- Member of the Advisory Committee to the President of the Executive Committee, *Communauté Urbaine de Montréal* (Montréal Urban Community) on intercultural and interracial relations; head of the Partnership Subcommittee (1994-1997)
- Collaboration with ALAI for their newsletter on political news in Latin America (translation and development of special issues in French, 1979-1981);
- Co-director (print press sector) of a study of the *Fédération professionnelle des journalistes du Québec* (Quebec Federation of Professional Journalists) on international news in Québec media (1980-1981);
- Creation of a journalism internship in France, institutionalized by the *Ministère des relations internationales du Québec* and the *Ministère français des Affaires étrangères* (1979).

References available upon request.

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