

MORELL & CO



PROFILE

STRATEGIC MEDIA AND INVESTOR
COMMUNICATIONS ADVISORY



**WITH THE RISE OF THE REPUTATION
ECONOMY, THE RULES OF ENGAGEMENT
HAVE FUNDAMENTALLY CHANGED**

**RELATIONSHIPS HAVE
BEEN REDEFINED**

**THE RULES HAVE BEEN
REWRITTEN**

—

INTRODUCING GEORGIE MORELL

GEORGIE IS THE PRINCIPAL OF MORELL & CO, A STRATEGIC MEDIA AND INVESTOR COMMUNICATIONS ADVISORY FOCUSED ON BUILDING AND PROTECTING REPUTATION CAPITAL BY HELPING LISTED AND NON-LISTED COMPANIES COMMUNICATE WITH CLARITY AND IMPACT, WHEN IT MATTERS MOST.



Georgie has extensive experience across a wide range of sectors and industries including start-ups, small, mid and large cap companies and regulatory agencies. Previously, she held a variety of senior media and marketing communications roles with BHP Billiton, Fidelity Investments, ASIC, Porter Novelli, Bank of America, Wesfarmers and a leading investor relations advisory, in Australia and the United States.

Georgie builds reputation capital by guiding companies through pivotal points in their evolution and identifying distinctive opportunities to enhance brand awareness and build and deliver compelling stories and value.

Combining the latest research with her persuasive and compelling case studies, Georgie demystifies brand and reputation capital and introduces agile PR to the mix. Her strategies, presentations and workshops are packed with surprising details, important lessons, insider observations and great storytelling.

Georgie earned her Bachelor of Arts (Public Relations) at RMIT, attended Trinity College at the University of Melbourne, studied Financial Markets at FINSIA and the executive program, Women Leading Business: Innovation and Success at Harvard Business School. She was previously a Board Member of the Boston Philharmonic Orchestra and Boston Theater Works. Georgie is a Member of the Australian Investor Relations Association.

HOW WE GET RESULTS

AT MORELL & CO WE LISTEN HARD, ENGAGE CONSTANTLY AND AMPLIFY YOUR MESSAGE.

The currency of the new economy is trust, influence and reputation capital. But today we face a new world order - a fundamental shift in trust, where technology is rewriting the rules and redefining every relationship.

At Morell & Co we help position your company as a long-term and trusted brand by building the bank of trust and effectively communicating the brand promise with business storytelling that has impact.

One of the biggest challenges facing companies and leaders today is how to build reputation capital and preserve it, restore it and manage it in a complex, ambiguous and volatile environment that is rapidly changing.

Coupled with today's dramatically changing news and information landscape, and the terminal pressure of digital disruption, it has become increasingly difficult to build reputation capital and successfully engage and influence.

Managing your message and building a contagious, authentic story platform is crucial. We achieve this by developing and positioning the most relevant, informative and engaging stories for your leaders, brands and organisation across traditional and non-traditional channels. We bring powerful narratives to life that build connections and credibility, and drive audience behaviour.

Businesses trade on trust and reputations run very deep and wide. Our goal is to build a chorus of advocates and cheerleaders for you and your brand by amplifying your message with investors, consumers, employees and media. And making sure they listen to build, enhance and protect enterprise value.

At Morell & Co we believe insight is everything. Spotting coincidences, trends, connections and contradictions can help ensure you see what others don't. Insights are at the heart of our strategic approach to building reputation capital.



WHAT WE DO

BUILD AND PROTECT REPUTATION CAPITAL

- › Executive Communications
- › Media Relations
- › Capital Markets Communications
- › Brand and Reputation Management
- › Content Marketing
- › Speechwriting
- › IPO Communications
- › Reputation Master Class Training
- › Public Relations
- › Crisis Management
- › Government Affairs
- › Multichannel Campaign Strategy
- › Employee Communications
- › Media Training

CORPORATE REPUTATION MASTER CLASS

SMART COMPANIES WILL AMASS TRUST ASSETS THAT CAN BE CALLED UPON TO PROTECT A BRAND DURING TOUGH TIMES.

SO HOW DO YOU BUILD A RESILIENT REPUTATION AND PROTECT AND RESTORE YOUR COMPANY'S GOOD NAME IN TODAY'S COMPLEX RISK ENVIRONMENT?

This valuable training seminar delivers key insights on how to prevent and mitigate damage to brand and reputation, assess the effectiveness of current practices, protocols and responsibilities and helps leaders understand the essential strategies to build value and enhance credibility.

COURSE OUTLINE

- › What is reputation capital and how does it drive value
- › Understand why reputation risk is rated the #1 risk amongst leaders
- › Learn how to prevent damage to brand and reputation by developing resilience
- › Understand the implications of the trust tax
- › What is intentional virtue and conscious capitalism and how it impacts reputation
- › How to inspire mutual trust and maximise the influence of your organisation
- › Learn how to win the reputation game and create stakeholder value
- › Learn how to monitor and measure reputation performance
- › Restoring trust and reputation when it has been lost

WORKSHOP FOR LEADERS

**BUSINESS STORYTELLING FOR INFLUENCE AND IMPACT.
PERSUASIVE STORYTELLING IS A STRATEGIC TOOL
WITH IMPRESSIVE POWER THAT EVERY LEADER SHOULD
MASTER. IT IS YOUR MOST VALUABLE ASSET AND
COMPETITIVE ADVANTAGE.**

Great storytellers ignite passion, educate, simplify, motivate and shape opinions, shift behaviour, galvanize communities and launch movements. And it's achieved in the board room, the locker room, the class room, the corridors of parliament and even around the dinner table and water cooler.

Learn how to build the intensity of your brand and idea by giving your audience something to cheer for. Learn the storyteller's secret. We offer a range of tailored storytelling workshops.

LEARN HOW TO

- › Make your story contagious
- › Identify your story platform
- › Understand the various storytelling styles in business
- › Explore what makes a story a story
- › Discover the difference between traditional storytelling and business storytelling
- › Learn how to construct, structure and deliver a story
- › Develop stories that engage the media and investors
- › Gain a framework that will help you generate purposeful stories in the future
- › Discuss the various applications of storytelling in business

COMMUNICATION STRATEGY

THE CHANGING REGULATORY ENVIRONMENT AND IPO COMMUNICATIONS

IPO communications, media relations and marketing is a specialised exercise as ASIC and the ASX proactively regulates the process to maintain confidence in our capital markets. Prospectuses are important for investors considering an investment in an IPO, but there is real scope for improvement to enhance credibility across the spectrum.

In ASIC's most recent report on the subject, it found that investors are impacted strongly by financial media, including mainstream and subscription services. ASIC is currently considering the following steps to improve investor decision making: engaging with stakeholders to encourage them to provide greater accessibility to management for investors, reviewing online investor forums and social media, broadening its regular monitoring of financial media, and providing additional information about the IPO process to retail investors. It is critical to keep on top of these changes to manage a successful IPO program in the future.

A COMMUNICATIONS STRATEGY FOR AN IPO IS ESSENTIAL TO:

- › Ensure compliance guidelines are managed
- › Build investor awareness of the Company (Pre-IPO positioning)
- › Promote the investment case to maximise support
- › Generate further investor interest and demand for shares at commencement of trading; and
- › Continue to build and maintain support with media and investor relations as the company is listed

WE ARE PROUD OF THE COMPANY WE KEEP





CONTACT

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