



IAP2 Special Webinar
“COVID-19, P2 and Managing the ‘New Reality’”
Tuesday, March 31, 2020 11am Pacific



Meet your Presenters ...



Deanna Desedas

Deanna is the Communications, Marketing & Outreach Director for the San Francisco Municipal Transportation Agency. The Division is responsible for internal and external communications and marketing that engages and shares information with the customers, stakeholders and the public. The division handles media and public relations; public outreach and engagement; marketing, special events and creative and digital services; and Muni customer service. The functional expertise of the division enables the SFMTA to keep customers, stakeholders and the general public informed about transportation services, as well as capital improvement plans and projects that impact people and the

communities served.

Miranda Eng

Miranda is a Senior Consultant at Argyle, one of the largest independent engagement and communication firms in Canada. She has worked on high-profile engagement programs in public policy and infrastructure, including mobility pricing in Metro Vancouver and Calgary’s potential bid for the 2026 Winter Games. She brings a unique lens and background from working in the federal public service, graduate studies in behavioural strategy, continuing studies in user experience design, and non-profit work in racial equity.



As a young woman of colour, Miranda applies an intersectional lens to her work, aiming to hear from those who are hard-to-reach yet disproportionately impacted by projects and policies. She serves as a board member of a Chinatown non-profit working in community-based research, engagement, policy development, and leadership development among Asian-identifying youth to advance social change.

You can contact Miranda at Meng@argylepr.com

Elliott Gauthier



Elliott is a leader of innovative mix-mode and cross-disciplined research methods. As vice-president and national director of the Research+Analytics practice at Hill+Knowlton Strategies, Elliott delivers deep insights into audiences by combining social intelligence analyses, quantitative and qualitative market research methodologies, and big data techniques.

Elliott oversees research assignments that provide robust analysis, detailed presentations and strategic recommendations based on credible, reliable research methods. Elliott frequently helps boards of directors and executive leadership teams unpack research findings and position the research in ways that support their organizational and engagement objectives.

Elliott brings more than 15 years' experience in senior-level research positions in the industry. Before joining H+K, Elliott was co-founder and chief operations officer of a successful research consultancy where he oversaw hundreds of research assignments each year, while overseeing company operations, business development and client relations.

Elliott is a board advisor and member of the board communications committee at The Alliance to End Homelessness Ottawa. He is a recently retired member of the Primary Army Reserves, with 20 years of service.

Contact Elliott at Elliott.Gauthier@hkstrategies.ca

Cathy Smith

Cathy is past president of IAP2 USA and Partner in Charge of Communications at Cityworks. She founded the firm in 1995 and has advocated for the creative and strategic use of public involvement in a range of projects and programs. Her experience combines journalism, mediation and marketing to deliver engagement strategies that focus on common interests, accurate information and creative solutions. Over the past 20 years, her firm has worked on water, energy, transportation, land use, stormwater pollution prevention, economic development and cultural diversity. Her firm has designed and led the implementation of San Diego's "Waste No Water" campaign, which is recognized as one of the nation's leading behavior change campaigns for water conservation. Cathy graduated in English from UC Berkeley and has her JD from the University of San Diego School of Law.

