

Achievements from the Faculty of Communication, Art & Design

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We know so many faculty members and students are working on projects outside of and beyond the classroom. Here are a few highlights of faculty achievements from the **Faculty of Communication, Art & Design**.

Professor **Lisa Livingston** led Event and Media Production students in their fourth semester as they produced a virtual *Career Expo* for students of the School of Hospitality and Tourism. Over 600 students registered for the event. The keynote address and industry panel discussions were delivered from Vmix and streamed on Vimeo over the School of Media web page. Twelve industry employers met with students in faculty-led Zoom virtual trade show booths. Closing remarks by School of Hospitality and Tourism Chair **Angela Zigras** were also streamed over the internet. The recording is available at <https://vimeo.com/508189875>.

School of Fashion professor **Kathryn Gallagher** has been appointed the new Chair for the Board of Directors at **Leading Spas of Canada**. This association is the only national spa industry association in Canada. It represents everything from the spa experience to working with resource partners, collaborating with educational institutions, and maintaining a high standard of hygiene and safety practices.

Kathryn worked closely with clients and partners throughout 2020 as the industry paused, prepared, and adjusted to the pandemic's needs and protocols. To the spa community and the classroom, she brings experience both from the business operations and service/sales side of the spa industry and the technical, practical side of spa services delivery.

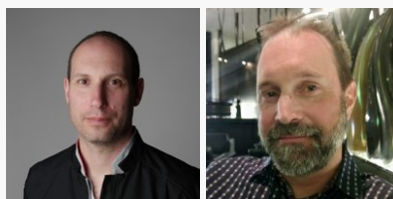
Public Relations – Corporate Communications professor **Martin Waxman** is featured in

BuzzSumo's list of [Top 100 PR Influencers to Follow in 2021](#). The list was created based on analyzing the social media profiles of notable PR professionals to see what kind of interaction and engagement they receive. Martin ranked twelfth in the list, as he remains a consistent and trusted voice in the communications community.

Congratulations to School of Marketing Professors **Jason Dojc** and **Stefan Kanitz**! They took first place in Seneca's March 2021 *Adobe Creative Jam for Faculty* with this video:

This video is hosted in Microsoft Stream; you may need to log into Microsoft Stream before you can view their video.

Their challenge was to come up with a video, between 30 seconds and 2 minutes in duration, that supports students in navigating or succeeding at online learning. Videos were created and edited with the use of Adobe Premiere Rush. The videos were evaluated based on content development, creativity, communication, and accessibility. Jason and Stefan created their video from concept to publishing in about three hours.



Jason Dojc and Stefan Kanitz

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