

TERRY FALLIS

Author & New Media Expert

Despite an engineering degree, for 25 years Terry Fallis enjoyed a successful career first in politics, and then in public affairs and public relations consulting. But through it all, there was something missing.

In 2005, he found it when he finally wrote the novel that had been rattling around inside his head. He spent a year peddling the manuscript to agents and publishers but was greeted with a deafening silence. Undeterred, he podcast *The Best Laid Plans*, his debut satirical novel of Canadian politics, chapter-by-chapter, gathering rave reviews from legions of listeners in Canada and around the world. Encouraged by the response, he self-published the novel in September 2007.

Then, in April 2008 came the shock of his life. *The Best Laid Plans* won the 2008 Stephen Leacock Medal for Humour, the first self-published novel ever honoured with this venerable literary award. Within a week, Fallis signed a publishing deal with McClelland & Stewart. In the fall of 2008, the novel hit bookstore shelves and Terry Fallis hit the speaking circuit entertaining audiences with the same thoughtful wit and humour that won him the Leacock Medal.

As co-founder of Thornley Fallis, a full service communications agency with offices in Toronto and Ottawa, Fallis has advised blue chip clients like Molson, Visa, Suncor and General Motors, and helped them to protect and promote their brands.

Thornley Fallis is known for its leadership in integrating the emerging world of social media with more traditional public relations. A pioneering public relations podcaster in Canada, Terry Fallis created and co-hosts "Inside PR", a weekly half-hour PR podcast with legions of listeners in Canada and around the world.

An expert in the world of new media, Terry speaks on social media, podcasting, and his unorthodox and inspiring journey to the published land.