



YOUR PARTNERS IN GREAT CONTENT

Award-winning custom content
with a focus on HR and the workplace



We love great HR



Why We Exist

We want to tell your story.

We craft compelling narratives to build your employment brand, showcase your thought leaders and grow your reputation



Our Vision

Top-notch content, delivered in every format, that people will actually consume and act upon



Great content builds your reputation as a trusted, authoritative leader in your industry



Core Services

HR/employee communications

Craft effective strategies for your most important assets. Our team can put together employer branding campaigns, recruitment collateral and help spread the word on new workplace initiatives.

Freelance writing

We research and write professional, media quality articles on any subject. Services include interviewing experts, both inside and outside your organization, and placement of articles in leading industry publications.



Press releases

Have an exciting new product to launch? Have you made a game-changing addition to your leadership team? We can craft the perfect press release. Services include creation, distribution and outreach to editors.



Speechwriting

The message you and your leadership team delivers from the podium matters. Every word will be parsed, and the wrong message can have unintended consequences. We research and craft perfectly toned messages.

Core Services



Videos and podcasts

If you're only telling your stories in words, you're missing a huge opportunity. Our turn-key solutions include scripts and storyboards, recording and final production. Plus, we can help distribute the content.



Media training

Dealing with the media is an opportunity to grow your business, and a potential landmine if bad news hits your organization. We prepare your leaders and communications people to deal with tough questions. And we unlock the secrets of "earned media"



Proofreading

"When our spelling is perfect, it's invisible. But when it's flawed, it prompts strong negative associations." That's our favourite quote on typos. We mean *typos*. Our word nerds catch every little mistake.



Research/whitepapers

Original research can be a powerful tool. Not just in learning something critical about your market, but also in establishing your organization as a leader. Our teams work with industry leaders to conduct, create and disseminate the results.

Custom options

We can create content not just for your firm, but also your clients.

Talk to us about any content creation needs: We have the solution.

Our depth of experience in HR and employment is unmatched.



Awards submissions

We can help put together a nomination package to help your organization stand out.



Workplace training

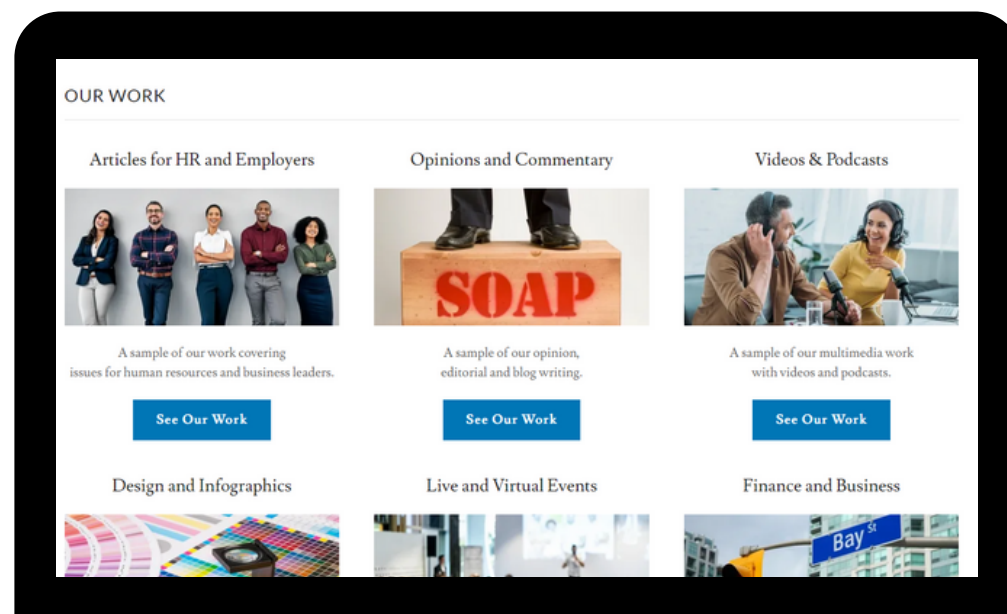
We offer custom solutions on mental health; diversity, equity and inclusion; and disability management.

Where Our Work Has Appeared

NorthWallMedia.com



Work Wellness Institute
L'institut de bien-être au travail



Visit NorthWallMedia.com/Our-Work to see samples of our work

Meet Our Team

Todd Humber

PRESIDENT/EDITOR-IN-CHIEF

I've spent my career building and leading the biggest workplace media brands in Canada.

That includes 20 plus years at Thomson Reuters leading Canadian HR Reporter and its family of publications. More recently, I worked on the executive team at Annex Business Media overseeing 11 national and international media brands.

We're really great at content, and we know workplace issues inside out. We can't wait to partner with you.



Connect with us

Contact us today to see
how our content can
elevate your company
and your thought leaders



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