



Consultants

The WFC has chosen Manifest Communications Inc of Toronto, Canada, as expert consultants for this international professional identity consultation. Manifest is one of North America's leading social marketing agencies.

Manifest also knows chiropractic, having worked on brand positioning and market strategies for the Canadian Chiropractic Association (CCA) and its largest provincial division, the Ontario Chiropractic Association, since 1999.

The Manifest team working with the WFC includes Mr Mark Sarner, President and Founder of Manifest, and Michelle Noble. Michelle's 13-year career in communications and marketing includes nine years in health industry, with PR and health policy assignments at a pharmaceutical company, a specialty hospital and the public affairs department at the University of Toronto.

Manifest's research associate for design, performance and analysis of the survey of chiropractors to be administered in this consultation is Jennifer Birmingham. Jennifer's 18 years of experience in surveys and market research and analysis includes work for clients such as Pepsi Cola, Pfizer Canada, Procter & Gamble, Health Canada (anti-tobacco campaign), Hershey Canada and the Invest in Kids Foundation.

Since 1981 Manifest has worked with numerous health related organizations in the planning, development and implementation of major branding and communications strategies and programmes. These include the Canadian Dental Association, the Canadian Diabetes Association and the Canadian national information programme on antibiotics.

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