

J&L Communications

CEO/Founder: Jennifer Compton
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Our story

J&L Communications is a B2B marketing and communications consultancy. We partner with communicators and marketing executives to help them do their jobs better with our agile approach and deep expertise. We develop and execute impactful campaigns that see the light of day.

We are a small business with big business experience and a global reach. We have decades of experience working in house at large organizations and within global agencies. Our clients range from Fortune 500 companies to start-ups, spanning professional services, financial services, technology and healthcare. J&L Communications is a New York State and WBENC-certified Women Owned Business founded in 2013.

Our team partners with you to develop the right strategy

Everything we do starts with your specific business challenges. We integrate into your team, listen to your needs and work alongside you to strategize and execute marketing campaigns, build better communications practices and provide agile counsel and insight as your market evolves.

We are agile

We provide the services and counsel you need to develop and deliver better marketing and communications programs and processes. Our team of flexible, and digital-first experts cross industries and have deep skillsets in their respective fields. We also understand business doesn't always run 9-5, campaigns shift in a changing world. With us, you can expect fast, seamless access to our expertise and quick strategic thinking. No fuss. No waiting. Just the right people at the right time

We have a proven track record of helping organizations successfully reach and engage audiences around the business-critical issues of **diversity, equity and inclusion**. And as a minority-owned company ourselves, we're perfectly placed to ensure every communications program we develop in this area is authentic, relevant and effective. **Whether it's smart strategic counsel, world-class delivery or both, our work creates a lasting impact for your business.**

The value we bring

We...

- Act as an **extension of your team**
- Tap into the **senior experts you need**, when you need them
- Put **people first**: we care for our clients, what keeps you up, keeps us up
- Deliver **quality, affordable, and actionable** creative work
- Minimize overhead
- Are **agile and adapt** to your challenges and priorities
- Make you **look good**

People are increasingly looking to buy from and work for organizations that share their values around diversity, inclusion and social justice.

J&L Communications is certified by The Women's Business Enterprise National Council (WBENC) the most widely recognized and respected certification for women-owned businesses in the U.S.

You and your clients, benefit from the heightened levels of innovation and competition found among smaller businesses like us and gain first-mover advantage on cutting-edge technologies. And, crucially, it helps you and your clients boost resiliency and agility in the face of disruption, a key competitive advantage in today's unpredictable world.

In addition to J&L being certified by New York State and WBENC, CEO Jennifer Compton serves on the Fundraising and Marketing Development Committee for The Campaign Against Hunger and is an Enterprising Women Advisory Board Member



We are diverse thinkers

Our diverse team of marketing communications practitioners spans time zones and operates with a global mindset. J&L Communications intentionally built an international team across several countries and continents, creating a pool of diverse thinking. With 30% minorities across the globe, diversity is one of our greatest strengths, and together the nearly 50 of us join forces daily to uphold our shared commitment to mutual respect in everything we do. The more different communities we work across, the more different points of view we have and the greater the sum of our parts as a business; professionally, creatively, culturally, socially and ethically. As a women owned business and a diverse supplier we understand the importance of working with the right teams to reach the right audiences.

At J&L there is an environment of inclusion and belonging. We engage all team members, encourage and create a safe space for discussions, focus on listening and offer real choices and opportunities.

We promote D&I within our organization

- We make diversity hiring an integral part of our overall business identity.
- We use inclusive language in our job postings, and our company communications.
- We focus on non-traditional candidates when hiring. We aren't just looking at job candidates from elite universities or who come with referrals from trusted colleagues, friends, and family members.
- We work with a network of partners, some in lower to middle income countries giving them a chance to scale their business with us and reach their full potential and gain more opportunities.
- We are helping guide Fortune 500 companies on how to communicate both internally and externally about their Supplier Diversity programs and the impact they make. As a small, women owned business, we sit on both sides of the fence creating our own culture and working to help big companies change and improve their culture.

How we work



01

Audience

02

Objectives

03

Strategy

- Messaging
- Content

04

Tactics,
tools and
technology

- Channels
- Deliverables
- Measurement

05

Putting it
all together

- Campaign
architecture

Creative

Solutions to today's challenges

- Digital Transformation
- Data & Security
- Financial Performance & Automation
- Core Business Optimization

Growth and positive change ahead in 2022

digital optics and Metaverse

The Demise of the Square Screen

Driving meaningful, sustainable change in healthcare and creating a brighter future

How can you turn today's limitations into tomorrow's breakthroughs?

Now is the time to go beyond our own organizations, to build alliances which deliver on our shared opportunities.

EY servicenow

Creating better patient experiences

MechRevv → Tegria

Send Message

Space exploration and technology.

Excellence in Technology

Consulting Magazine names EY's Yang Shim as a top 25 consultant for 2021

Join the conversation #BetterWorkingWorld

Transition to Health 2.0

Tegria

Our Values: 01 Meet, 02 Sense, 03 Step in and step up

Central Pillar: Patients & Customers

Surrounding Pillars: Retail, Mental Health, Assistive Care Network, Home & Community Care, Services & Research, Telehealth, Home Services, Physio Enterprises, Tech Enterprises, Health Services Companies, Data Assets, Health Products.

Engaging with the media

Media preparation discussion

February 2022

EQUITABLE

Our long-standing commitment to Diversity, Equity and Inclusiveness is evolving and progressing

Diversity: We think of diversity as a broad range of differences... **Equity**: We recognize that everyone has different needs... **Inclusiveness**: Inclusiveness is where everyone experiences a sense of belonging... **Equity can be realized through individual or organizational actions...**

EMPATHY MATTERS.

Our 50% of healthcare services... **Efficiency**, **Creativity**, **Innovation**, **Company revenue**

86-87% **Net Promoter Score**

LAUNCH

EY's Liz Mann: Five Things Every Business Needs To Know About Storing and Protecting Their Customers' Information

Diversification and Growth

Tegria

Timeline from 2014 to 2022 showing various acquisitions and milestones.

Santander

Helped more than 37,000 people to purchase

£745,244 raised for the Alzheimer's Society and Alzheimer's Society

Ranked No.1 for business and corporate banking customer NPS

5 pillars graphics

Modules library, Assets library, Using the flexible grid, Examples

Education

Helping you succeed in the digital evolution of Higher Ed IT

Today's students require the right tools to support remote and hybrid learning... **CDW and Apple have partnered** to make access to the latest educational technology... **CDW EDUCATION AND APPLE: A STRONG PARTNER**

CDW and CDW SHARED COMMITMENT

CDW's Business Diversity Program

2021 ECONOMIC IMPACT REPORT

Delia Smith

LOCAL APPROACH, GLOBAL IMPACT

SPOTLIGHT ON MINORITY-OWNED BUSINESSES

\$790 Million CDW total revenue for 2021

2,800 jobs created and \$219 Million in minority-owned businesses

HOW CDW WILL COMPETE

- 1 Companies are dedicating more to supplier diversity spend.
- 2 CDW was a first mover here.
- 3 In 2022 we need a regional market leader that will help us not only grow our CDW program but also be able to really share in the unique needs of businesses and suppliers in their respective regions.

CDW Canada in 2020

CDW TOTAL PURCHASES IN CANADA: \$60.1 million

CDW CANADA IN 2020: \$35 million Small Business Enterprise, \$18.3 million Minority Business Enterprise

CDW UK in 2020

CDW UK TOTAL PURCHASES IN 2020: \$1xx million, \$1xx million, \$1xx million

bluetree

The 2022 Biodiversity Data Challenge

How do you protect biodiversity with the click of a button?

Life in its various forms - plants, trees, fungi, bugs, birds, animals and frogs - form **biodiversity**.

1,000 species

half of global GDP (US\$44)

Biodiversity is under threat.

10 timeless Investing Principles

When times are good, it's tempting to throw caution to the wind.

xantura

Home Who we are What we do How it works What we think Get in touch

Who we are

We're a technology company that's all about people

FOUND OUT MORE

Make a difference

How do you protect biodiversity with the click of a button?

build models to locate frogs using satellite imagery and complementary geospatial data

03 Know when you need your money

J&L.co

Founded in 2008, Xantura is a leading provider of data sharing and advanced analytics to the public sector.

But we didn't start with the technology. We started with what needed to change in social care: agencies not collaborating to identify and support the people most in need.

Find out more

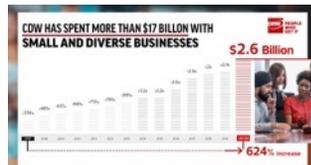
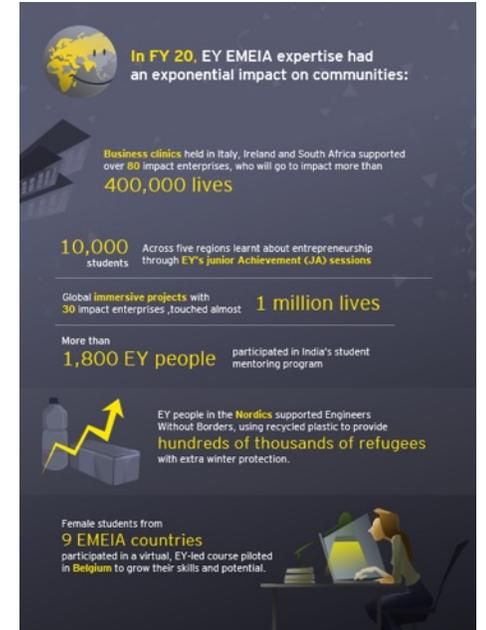
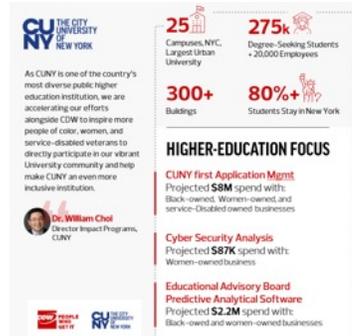
Challenges.com

How we work: Creative

Infographics and visual representation of the campaign

Creative solutions

- Infographics
- Data visualization



How we work: Creative

Better Questions



Does tomorrow's business depend on the technology inside or the people outside?

How today's CIO can help enable a successful digital transformation.

Reframe your future | ey.com/reframeyourfuture

■ ■ ■
The better the question.
The better the answer.
The better the world works.



Does tomorrow's business depend on the technology inside or the people outside?

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What comes first for a digital transformation, the right skillset or mindset?

How today's CIO can help enable a successful digital transformation.

Reframe your future | ey.com/reframeyourfuture

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The better the question.
The better the answer.
The better the world works.

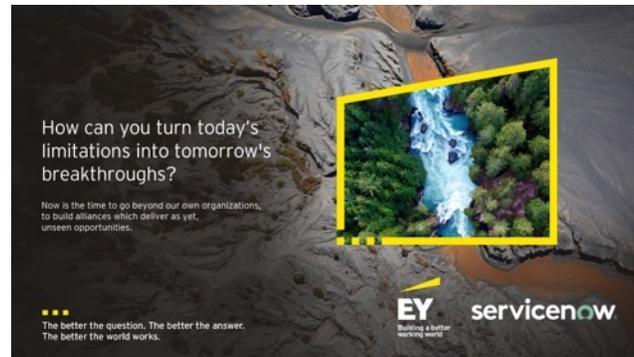


Does your technology lead or follow your strategy?

How today's CIO can help enable a successful digital transformation.

Reframe your future | ey.com/reframeyourfuture

■ ■ ■
The better the question.
The better the answer.
The better the world works.



How can you turn today's limitations into tomorrow's breakthroughs?

Now is the time to go beyond our own organizations, to build alliances which deliver as yet, unseen opportunities.

■ ■ ■
The better the question. The better the answer.
The better the world works.



servicenow



Are your organization's steps leading to an intelligent tax function?

■ ■ ■
The better the question. The better the answer.
The better the world works.



How we work: Creative and content

Video, webcasts & webinars

EY 1,231,301 followers

The Sarbanes-Oxley Act provides a robust framework for:

- Deterring corporate fraud
- Increasing transparency
- Promoting accurate financial reporting

As the next generation enters the profession, it's important they understand how auditors operate within this framework to drive trust in the capital markets.

<https://go.ey.com/3x7KJ7s>

Marcela Donadio

What does the **new Quantis** look like

00:55 / 02:08

Quantis brand refresh launch [video](#)

EY ECR
J&L Communications

Teaser and trailer: 00:43

Teaser and trailer: 00:43

MEDIA CENTER / PRESS KITS /

DISCUSSING FUTURE TRENDS IN ELECTRONICS AT CES 2022

We are excited to return to the Consumer Electronics Show (CES), January 5-8, 2022 in Las Vegas.

SHARE

[Tech Talk videos](#) for Merck

Bluetree
Part II of our interoperability series:

The future of population health and the role of interoperability in the delivery of patient care

- Jeff Wajda
UC Davis Health
- Chirag Patel
Wellstar Health System
- Steven Peskin
Horizon BlueCross BlueShield New Jersey

00:17 / 01:04

Webinar highlights reel: 01:04

How we work: Creating awareness

Social audits and training

As we identify the right people, we conduct audits of their digital presence and then tailor and run a training program. This can be one-to-one, one-to-many and include profile and content support as required.

LINKEDIN AUDIT AMY GENNARINI



Check for an EY header

YOUR LINKEDIN RECOMMENDATIONS

- ✓ Add an EY approved header to your profile – found in The Branding Zone
- ✓ Personalize your link to [linkedin.com/in/AmyGennarini](https://www.linkedin.com/in/AmyGennarini) or similar, based on your preference and availability
- ✓ Review your About section. Ensure your most important points in are the first 30 words. Rewrite in first person
- ✓ Add three bullets to your current and previous roles on what you did and the value you added
- ✓ Add logos to your Capital Partners role and education if available
- ✓ Look at increasing your activity on LinkedIn, especially creating your own posts rather than liking those of others
- ✓ Commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any additional languages, publications, other certifications or patents you want to share? If so, consider adding these as new sections.

ACTIVITY AND PROFILE STATS

500+ Connections
Last post – 1 year ago
Post likes – 42
Articles – 2
Recent likes – 0
Recent comments – 0
Recent shares – 0

Profile (1.8k)
Activity (2.1k)

LINKEDIN AUDIT OLUSEGUN OGUNNAIKE



Check for an EY header

YOUR LINKEDIN RECOMMENDATIONS

- ✓ Personalize your link to [linkedin.com/in/OlusegunOgunnaike](https://www.linkedin.com/in/OlusegunOgunnaike) or similar, based on your preference and availability
- ✓ Review your About section. It's short – are you saying everything you need to? Ensure your most important points in are the first 30 words
- ✓ Think about adding a Featured section, with links to articles, interviews or other important items which showcase you
- ✓ Add three bullets to your current and previous roles on what you did and the value you added
- ✓ Add logos to your Capital Partners role and education if available
- ✓ Look at increasing your activity on LinkedIn, especially creating your own posts rather than liking those of others
- ✓ Commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any additional languages, publications, other certifications or patents you want to share? If so, consider adding these as new sections.

ACTIVITY AND PROFILE STATS

500+ Connections
Last post – 5 months ago
Post likes – 2
Articles – none
Recent likes – 7
Recent comments – 0
Recent shares – 0

Profile (1.8k)
Activity (2.1k)

LINKEDIN AUDIT MICHELLE UWASOMBA



Check for an EY header

YOUR LINKEDIN RECOMMENDATIONS

- ✓ Add an EY approved header to your profile – they are in The Branding Zone
- ✓ Personalize your link to [linkedin.com/in/MichelleUwasomba](https://www.linkedin.com/in/MichelleUwasomba) or similar, based on your preference and availability
- ✓ Review your About section. Ensure your most important points in are the first 30 words
- ✓ Think about adding a Featured section, with links to articles, interviews or other important items which showcase you
- ✓ Add three bullets to your current and previous roles on what you did and the value you added
- ✓ Add logos to your Capital Partners role and education if available
- ✓ Look at increasing your activity on LinkedIn, especially creating your own posts rather than sharing others
- ✓ Commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any additional languages, publications, other certifications or patents you want to share? If so, consider adding these as new sections.

ACTIVITY AND PROFILE STATS

500+ Connections
Last post – 3 weeks ago
Post likes – 5
Articles – none
Recent likes – 9
Recent comments – 1
Recent shares – 0

Profile (1.8k)
Activity (1.8k)

LINKEDIN AUDIT STEVEN BEATTIE



Check for an EY header

YOUR LINKEDIN RECOMMENDATIONS

- ✓ Personalize your link to [linkedin.com/in/StevenBeattie](https://www.linkedin.com/in/StevenBeattie) or similar, based on your preference and availability
- ✓ Check your Summary in your About section. Ensure all your most important points are in the first 30 words and rewrite in first person
- ✓ Think about adding a Featured section, with links to articles, interviews or other important items which showcase you
- ✓ Rewrite your experience section to be in first person
- ✓ Enhance your Volunteer experiences by adding down the generic information, making it more personal and removing the 'Text'
- ✓ Consider posting more regularly. Remember commenting is more powerful on LinkedIn than sharing, so if you can, leave a comment instead of sharing or liking
- ✓ Follow hashtags relevant to you to help you discover content you'd like to engage with
- ✓ Consider removing the Skills & Endorsements section. At your level they are less relevant
- ✓ Do you have any publications, languages, other certifications or patents you want to share? If so, consider adding these as accomplishments.

ACTIVITY AND PROFILE STATS

500+ Connections
Last post – 1 week ago
Post likes – 66
Articles – 1 in 2018
Recent likes – 4
Recent comments – 0
Recent shares – 0

Profile (1.8k)
Activity (1.8k)

LinkedIn immersion

EY Americas Consulting Risk




Delivering industry knowledge and staying connected

Leaders should be part of conversations relevant to your industry and geography because...

92% of B2B buyers are willing to engage with a professional who is a known industry thought leader, a reputation established by consistency posting thoughtful, relevant content on social media.

In this COVID world, virtual alternatives have replaced in-person engagements. With captive audiences online and utilizing social channels like never before, LinkedIn is a great way to bring your subject matter expertise to a broad audience.

J&L.co

Facilitators Jennifer Compton | Rob Henderson

Current role
Partners in J&L Communications
Full-service marketing agency in New York and London comprised of EY alumni and beyond

Background
15+ years in PR and integrated marketing agencies
Etc. 24 years

- PR
- Digital marketing
- Social media
- Brand, marketing and communications

J&L.co

Today

I: Optimizing your LinkedIn profile
II: Creating content and your community
III: Content planning for you

J&L.co

Goals

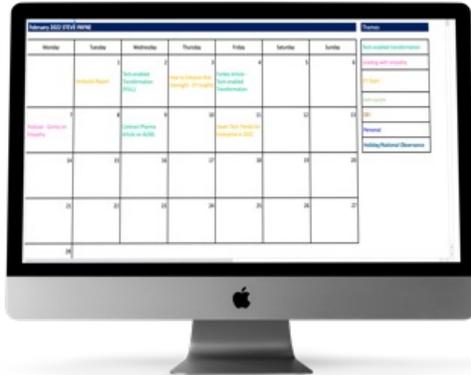
1. Increase awareness of both EY people and EY as an organization
2. Establish EY people as experts and Thought Leaders (because you are!)

J&L.co

How we work: Creating awareness through content

Social for leadership

We research, write and post for several executives across a number of industries to raise their profile and secure them as a thought leader in their industry. We also strategize on key themes and topics for longer-form posts.



The Power of Supplier Diversity as an Economic Multiplier

Published on October 26, 2021



The Power of Supplier Diversity as an Economic Multiplier

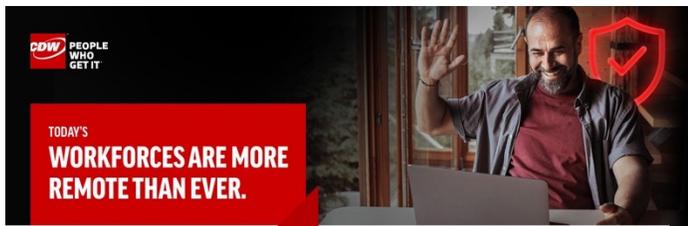
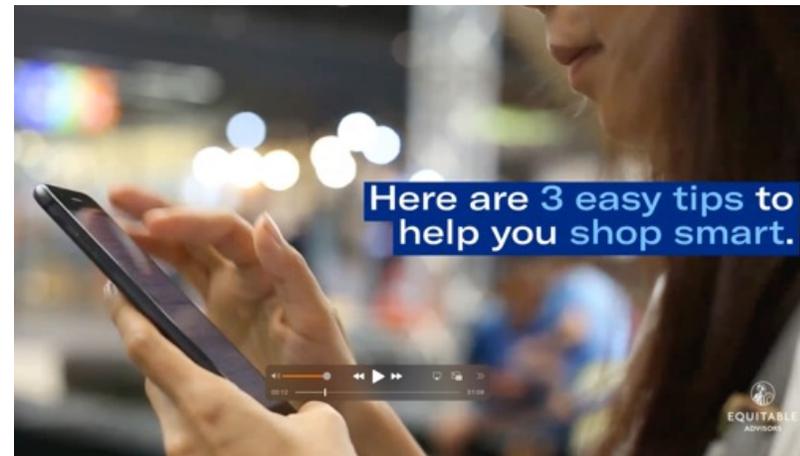
Kristin Malek - Global Director of Business Diversity, CDW

Over the last 18 months, the Covid-19 pandemic's impact on businesses, communities and families has laid the foundation for an unprecedented reassessment of how we live and work. As we rebuild our economies, we know that it's more important than ever before to create diverse, inclusive and equitable workplaces and communities. In the business world, that often translates into diversity targets for hiring, promotion and executive or board participation. Supplier diversity isn't always a part of that conversation but, given its

How we work: Creative

Social assets

Images and assets for social including short animations.



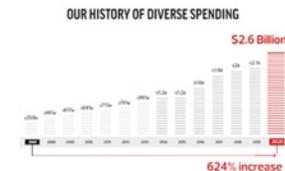
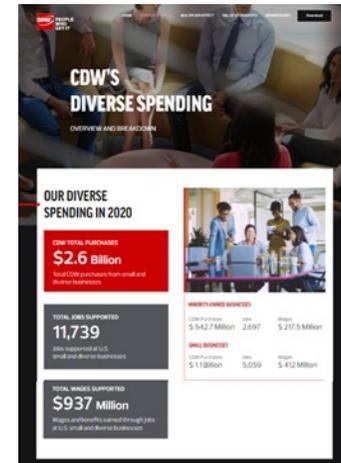
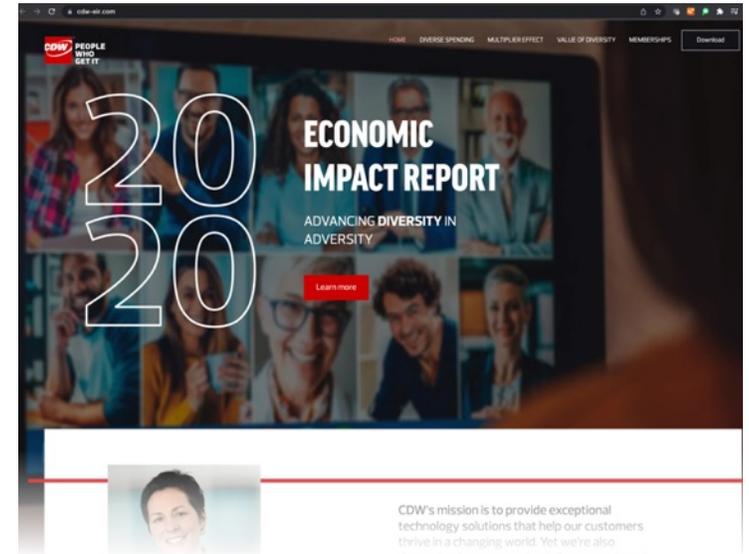
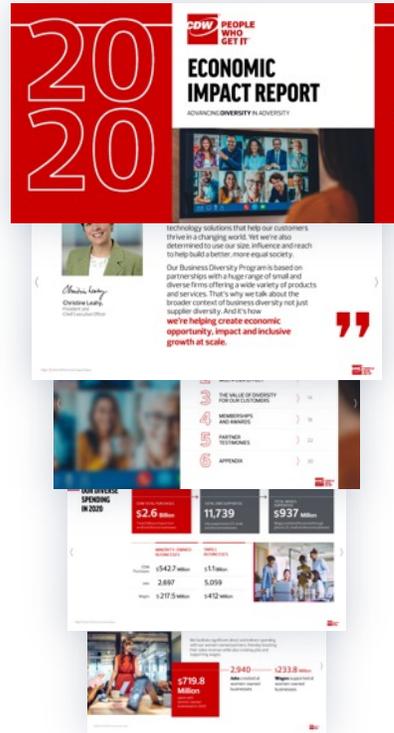
How we work: Creative and content

Solution based content

CDW's Economic Impact report:

The past few years have been challenging for businesses but research we mined shows that diverse suppliers continue to be a driving force to improving the global economy.

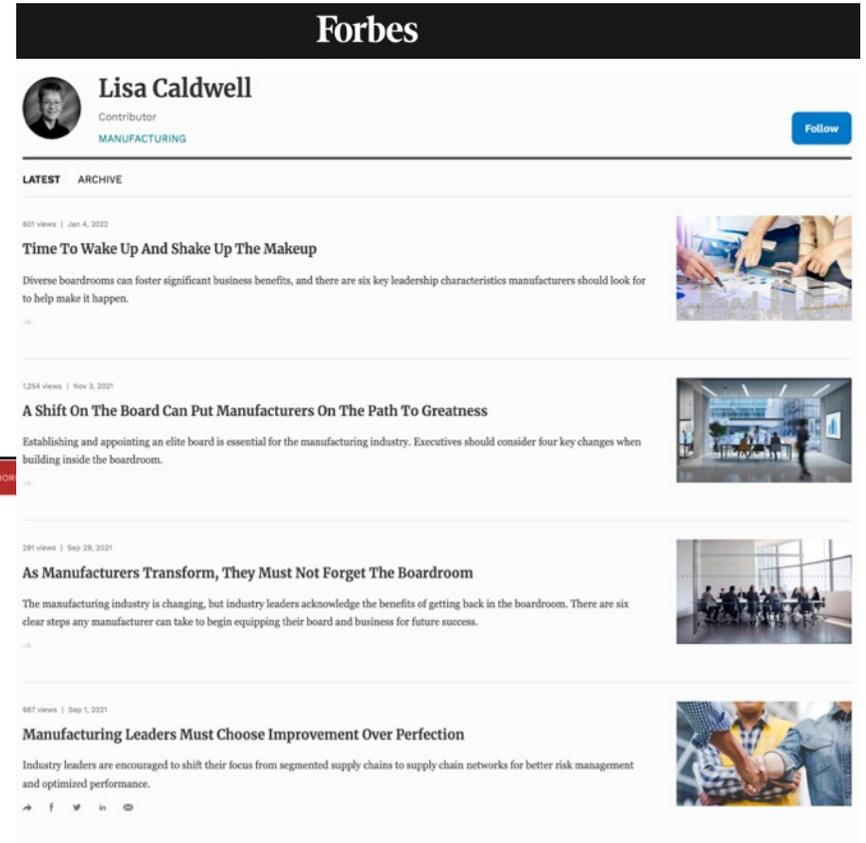
To that end, we utilized the data to write the narrative and develop the creative for an annual report that we then transitioned into a digital magazine for ease of sharing on the website, social, with clients and with sales teams.



How we work: Creating awareness through content

Supporting leaders

We create solution-based content, but we also bolster the solution leader.



EY Americas Central Region Consulting Managing Partner, Lisa Caldwell

This block contains a collage of EY content. On the left is a slide titled "The EY ServiceNow OT Management" with the subtext "Powered by ServiceNow®". In the center is a "Global Business Services Framework (GBS) overview" diagram showing a circular flow of services across various regions and industries. On the right is a "Frequently asked questions from clients" section with three numbered questions and answers regarding GBS solutions, benefits, and EY's role as a consulting partner.

The image shows a screenshot of an Authority Magazine article. The title is "EY's Liz Mann: Five Things Every Business Needs To Know About Storing and Protecting Their Customers' Information". The author is Jason Remillard, and the article is dated May 3, 2021. Below the title is a photo of Liz Mann, a woman with long brown hair, smiling.

The image features a dark blue background with a decorative pattern of lighter blue swirls and circles on the left side. The text "Thank you" is centered in a white serif font.

Thank you