

## WELCOME TO MAZTERPIECE



Sharp, strategic, and relentlessly proactive – we transform narratives into powerful brand artistry that elevates your business and produces unrivalled results. Founded by multi-award-winning communications strategist Johnson JohnRose, with over four decades' mastery in crisis communications, PR, and journalism, we help make your story unforgettable. A former head of communication at the Caribbean Tourism Organization and trusted strategic adviser and media trainer to governments, Johnson's leadership, vision, and collaborative excellence ensure your brand commands unmissable authority.

## WHY CHOOSE MAZTERPIECE?

Because results matter. Because your image and credibility are essential. Because making an impact in every interaction and representing your business at its finest truly matter. Above all, because you matter.

## GET IN TOUCH WITH US



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## THE POWERFUL SERVICES THAT MAZTERPIECE OFFERS

Our agency offers a wide range of powerful and important functions to help you achieve your communication goals.



### CRISIS COMMUNICATION

We build robust crisis strategies to protect and enhance your reputation. We provide emergency planning, media outreach, spokesperson training and brand management, making sure you are ready when a crisis strikes.



### STRATEGIC COMMUNICATION

We craft targeted communication strategies, map key stakeholders and select optimal media channels to achieve your organisation's goals.



### MASTERCLASSES

Expand your influence with our transformative communication and leadership masterclasses. Expert-led workshops sharpen skills in internal communication, speechwriting media engagement, AI-driven PR strategy and public speaking, presentations, – delivering actionable tools for immediate, measurable impact.



### DESIGNS AND CREATIVE

We tell your brand story beautifully with eye-catching collateral design such as flyers, brochures, and banners, to stunning social media graphics and templates. We transform your vision into visual gold.



### MEDIA RELATIONS

We engineer headline-ready stories that demand journalists' attention. Beyond blasting out content, we nurture trusted connections with key media players, crafting precision pitches and curated press packs that do the heavy lifting. With live coverage tracking, we pinpoint viral trends and untapped opportunities – then pivot swiftly to propel your narrative into the headlines.



### DIGITAL COMMUNICATION

From striking print collateral—flyers, brochures, and banners—to scroll-stopping social media graphics, templates, and posts, we turn your vision into visual brilliance designed to captivate and convert.



### INTERNAL COMM TRAINING

We partner with organisations to craft tailored internal communication strategies and employee engagement initiatives. Through specialised internal, management and leadership training masterclasses and workshops, coupled with change management communication support, we help build a culture of clear dialogue and strong leadership. This drives workplace productivity whilst enhancing staff satisfaction and company reputation.




### WEBSITE DESIGN

We specialise in designing bespoke websites that marry strategic PR expertise with cutting-edge digital innovation. Our services are tailored to amplify your brand's voice, engage audiences, and drive measurable results.


## MORE POWERFUL SERVICES THAT MAZTERPIECE OFFERS

### CONTENT DEVELOPMENT




As a precision-driven, strategy-led writing consultancy, we craft narratives that inspire action and cement your brand as an industry leader. From razor-sharp, platform-specific copywriting to discreet ghostwriting for speeches, articles, and thought leadership – we shape voices that command attention and are uniquely yours.

### ADVISORY SERVICES



Our expert advisory services sharpen leadership impact through tailored executive coaching, empowering leaders to inspire and engage with precision and purpose. Confidently navigate high-stakes challenges with strategic issues management, protecting your reputation and turning risks into opportunities.

### MEASUREMENT & ANALYSIS



We empower organisations to act decisively with razor-sharp, data-led insights. Our services dissect cross-channel communication effectiveness, deliver in-depth media analysis, and track real-time social media performance. Our expert team deciphers stakeholder sentiment, pinpoints campaign ROI, and proves the tangible value of your investments.

## TESTIMONIAL

### VINCENT VANDERPOOL-WALLACE

Former SG/CEO | Caribbean Tourism Org

What truly sets Johnson apart is his remarkable ability to adapt to the ever-evolving landscape while remaining grounded in the core principles of effective communication. He is a highly effective communicator, a strategic thinker, and a true asset to any individual or organisation seeking to improve communication efforts.



### KAYMAR JORDAN

Managing Editor | Guardian Media Limited

Johnson JohnRose is a quintessential professional. I have had the pleasure of working closely with him over the past 25 years – first at the Caribbean News Agency (CANA), where he served as my editor.



Since then, we have moved in similar stride across the region, and, as a front-row observer of his strategic career development, I can proudly attest not only to his absolute editorial brilliance and class, but also to his unmatched loyalty and commitment as a devoted mentor and friend.

I trust him with my life and can think of no one better to recommend to any business – big or small – seeking to excel in media and communications strategy.

## TESTIMONIAL

### WOLTER BRAAMHORST

Communication Adviser | TVCULTURE.NL

Johnson is a great colleague and collaborator. He has an incredible talent for recognising people's strengths and encouraging them to reach their full potential. I was especially struck by Johnson's approach to leadership, which combines positivity and humour with a calm confidence. He thrives on innovation, is extremely knowledgeable, and steadfast, especially when the chips are down. Working with him has been a privilege and a pleasure.



### ADAM BEASELEY

Videographer and filmmaker | United Kingdom

I've been working with Johnson for the best part of 15 years now. He is not only an exceptional journalist, writer, reporter and mentor, but is one of the loveliest human beings you are ever likely to meet. As a freelancer filmmaker, I am always excited when he contacts me about a project and I feel very lucky to have had the opportunity to work with him on a myriad of projects, both at home and abroad. I cannot recommend Johnson enough!

