

SERVICES

BUSINESS and COMMUNICATIONS STRATEGIES

- Business plan development and review
- Pre-launch / venture capital strategies
- Marketing and branding strategies and roadmaps
- Product development
- New company and product naming
- Communications planning
- Management consulting

POSITIONING and KEY MESSAGE DEVELOPMENT

- Corporate and product positioning
- Messaging Architecture Program™ development
- Message bullet-proofing
- Big Idea™ programs

COMPANY, PRODUCT and VERTICAL MARKET LAUNCHES

- Company and product launches
- Vertical market launches
- Company roadmaps

ANNOUNCEMENT STRATEGY and DEVELOPMENT

- Story Arc™ announcement development process
- Competitive announcement analysis
- News releases (print, wire, online, audio, video)
- Advisories (wire service and e-mail)
- Competitive news response programs
- Public service announcements

WRITING and COLLATERAL DEVELOPMENT

- Press kits
- Corporate fact books and backgrounders
- Corporate narratives and corporate personality profiles
- Strategic roadmaps and position statements
- Statement of Direction announcements
- Q&A's
- Article (case study, editorial, feature, op-ed, letters to editor) development and placement
- Case studies and user briefs
- White papers
- Annual reports
- By-lined technical or opinion articles
- Column / 'how to' articles
- Reviewers guides
- Newsletters (print, online)
- Speeches and presentations
- Corporate Web site development, design, promotion and maintenance
- "Expert" Web site development, design, promotion and maintenance
- Presentation development (Acid Test)
- PowerPoint and new media presentations
- New media materials (multimedia presentations, CD-ROM, et al)
- Graphics (static and animated)

MEDIA RELATIONS

- Media tours, press conferences, news briefings, teleconferences, and online/satellite conferences
- Corporate visits
- Editorial opportunity tracking and win/loss reporting
- Proactive article and interview placement
- Awards and reviews tracking programs
- Leadership and issues campaigns (op-ed, white papers series)
- Expert brokering and expert commentary programs
- Human resource programs to attract talent
- Media tip sheets
- Broadcast television/radio/online initiatives
- Product seeding programs
- Product placement programs
- STAR Team influencer advisory panels
- Distribution and online news services
- Buddy and e-mail program

INDUSTRY ANALYST RELATIONS

- Service analyses
- Auditing and opinion-gathering
- "Inner Circle" key analyst pre-briefings and briefings
- Advocacy development programs
- Quarterly update programs
- Ongoing qualification and management of references
- Report and conference opportunity tracking
- White paper campaign and co-sponsored research projects
- Proactive analyst information bureau services
- Ongoing outreach programs
- Teleconferences and roundtables

FINANCIAL ANALYST and INVESTOR RELATIONS

- Business and financial media relations
- Investor / venture capitalist relations
- Broker relations
- Financial development / capital investment strategies
- Financial analyst relations
- Institutional investor relations
- Initial public offering / acquisition communications counsel and implementation
- Financial presentation development
- Earnings announcements
- Financial materials development
- Investor relations
- Investor Web site and materials development
- Shareholder communications
- Shareholder response programs

PARTNER and CUSTOMER RELATIONS

- Company You Keep™ program
- Partnership / alliance development programs
- Distributor relations programs
- Industry expert programs
- Joint announcement and initiative programs
- Customer reference programs
- Customer advisory board development and management
- Partner and customer user conference events
- Group-sponsored seminars and dinners
- Joint trade shows and special events
- Partner and customer reference databases
- Community relations
- Government relations
- Pro bono programs
- Product giveaway programs
- Corporate contribution programs

INTERACTIVE MARKETING and PUBLIC RELATIONS

- Web site analysis
- Web site design and development
- Intranet and extranet design and development
- Web site usability
- Search engine strategies
- Web site publicity
- Internet presence measurement
- Interactive marketing and promotional programs
- E-mail campaigns
- Affiliate/viral marketing programs
- Distributed computing marketing programs
- Online press rooms and press conferences
- Webcasting
- Web-based delivery of PR service
- Web-based communications
- Newsgroup, chat room and online community monitoring

TRADE SHOWS and SPECIAL EVENTS

- Trade show / special event development, management and support
- On-site press meeting / press room management and support
- Trade show marketing and PR skills training

SPEAKERS BUREAU

- Speakers bureau development and management
- Online speakers bureau development and management
- Calendar research and development
- Speaker research and placement
- Speaking engagement and panel logistics and coordination
- Speech writing
- Presentation research and development
- Speaker training

TRAINING and DEVELOPMENT

- Media and analyst presentation and interview training
- Speakers training
- Trade show marketing and PR skills training
- Executive and managerial training and development
- Individual coaching

MARKET RESEARCH

- Baseline and periodic measurement programs
- Perception surveys and audits
- Business plan analysis
- Company SWOT analysis
- Gap analysis
- Internet / user group analysis
- Competitive analysis
- Influencer/audience/ally audits/analyses
- Key message and content analysis
- Issues analysis
- Focus groups
- Consumer surveys
- Influencer list development
- INSIDER Reporting
- Web resource analysis

MEASUREMENT

- Balanced Scorecard metrics
- News and analyst coverage tracking and analysis
- News and analyst coverage analysis
- Competitive news monitoring and reporting
- Quarterly competitive performance benchmarking

MARKETING SERVICES

- Corporate and marketing communications
- Marketing collateral counsel and development
- Graphic design
- Advertising and direct marketing
- Video and broadcast development
- Trade show design
- Promotional campaigns and contests
- New business and partnership development
- Sales force communications counsel and implementation

INTERNATIONAL PUBLIC RELATIONS MANAGEMENT

- Development and management of multinational programs working with affiliates or individual contractors
- Advertising/public relations agency reviews
- Communications personnel recruitment, hiring and training
- Process development

PROGRAM MANAGEMENT

- Marketing and public relations program management and administration
- Short to long-term on-site program management
- Communications personnel recruitment, hiring & training
- Advertising/public relations agency reviews
- Crisis and issues management programs
- Employee communications programs
- Process development
- Contact database management
- Marketing overflow work