



GOING PUBLIC (Relations)

DEFINITION:

Public relations (PR) is a strategic communication process that builds mutually beneficial relationships between organizations and their publics.



The PR professionals at AH Red Chair Communications manage, control and influence the perceptions of the public to initiate behavior that will lead to the achievement of a client partner's objectives.

Client partners that use AH Red Chair Communications have been featured in the **New York Times**, **The Wall Street Journal**, **USA Today**, **The Chicago Tribune** and **The Huffington Post**, totaling an approximate reach of **97.5 million** in leading publications alone.



THE PR TEAM HAS WORKED WITH **OVER 30** different ASSOCIATIONS IN VARIOUS INDUSTRIES.



Daily relationships with various media outlets are created and maintained to ensure the success of each CLIENT PARTNER.



Awareness campaigns have yielded an estimated impression total of over **89 MILLION.**



AH Red Chair Communications staff is skilled in **blog creation and management**, connecting organizations with its members and potential members in an informal, relaxed atmosphere.



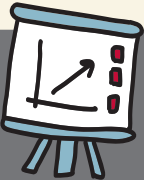
The team has earned **LOCAL & NATIONAL Awards** for its PR efforts in the areas of campaigns, events and social media outreach.



MEDIA LISTS INCLUDE MEMBERS OF **TRADE, CONSUMER** and **GENERAL NEWS** PUBLICATIONS.



Clients who use social media outlets lead by the AH Red Chair Communications team see an average yearly **GROWTH OF 63%** among their social media outlets.



PR team members use **innovative techniques outside** of the typical press release to gain exposure and coverage for their clients.

SKILLS of the TEAM INCLUDE:

9 in 10 BUSINESS LEADERS SURVEYED BY THE **Public Relations Society of America (PRSA)** ADMIT THAT EXECUTIVES AT THEIR COMPANIES NEED GREATER TRAINING IN CORE COMMUNICATIONS.



CRISIS COMMUNICATIONS
DIGITAL/ INTERNAL
NEW MEDIA COMMUNICATIONS
EVENT PLANNING
MEDIA COMMUNITY/
RELATIONS PARTNER RELATIONS
REPUTATION MANAGEMENT

Services offered by AH Red Chair Communications pros include **media and social media educational sessions** as well as spokesperson and onsite speaker training.



CONTACT AH MARCOM AT
marcom@ahredchair.com

