



PR MARKETING & COMMUNICATION ASSISTANCE

PURPOSE: To help you tell an effective and compelling story about your association.



SUMMARY: It takes a blend of skills to shape a compelling story. At FirstPoint, our PR and communication programs include a full range of marketing communications services tailored to a client's business objectives.

Our content development and communication abilities range from press releases to blog posts, social media management, newsletters and other assets that make your association stand out.

High-quality content can create visibility, build reputation, and even change opinions or behaviors. From strategic message development to ensure all content is on-target, to locating speaking and media opportunities that promote executive visibility and build thought leadership, we work to get the word out in a way that highlights what is different, innovative, and authentic.

Free Introductory Session

An effective communication plan aligns with your organization's strategic objectives. To develop that plan, it is important that you develop target audiences you wish to reach. The second step is to create engaging content that sparks interest and advances your goals and objectives, and the third step is to identify the communication tools for effective delivery of your messaging with the ability to measure success. Here is where we can help. We start with a free 30-minute phone consultation to gather information about your association and its strategic goals, your messaging, your members and other audiences you wish to reach, the communication tools and platforms you currently use, and areas you identify for improvement. We will compile and deliver a report based on the information you provide. This initial phone consultation and report is normally a \$150 service, but we are pleased to offer it to you for free. The time we invest in understanding your organization will help us take the next step to work with you to create a communication plan that meets your critical objectives.

CONSULTANT



Teri Saylor is an award-winning association executive, a writer, photographer, and communication specialist. She started her career as a reporter at a weekly newspaper in rural, eastern North Carolina. She went on to become executive director of the North Carolina Press Association, the state's trade association for the newspaper industry until 2005, when she launched Open Water Communications, expanding her skill set in the field of communications. She is a past president of Association Executives of North Carolina has received AENC's Jim Lowery Outstanding CEO Award and the Patsy Smith Service Award. She is a former chairman of the board of directors of the North Carolina Press Association

Federal Credit Union and is a member of the board of directors of the North Carolina Newsroom Cooperative. She recently published a children's book titled *The Adventures of Puddin and the Fruit Bat*.