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Mission: To serve as trusted counsel and provide quality public relations & public affairs services to all levels of leadership in the services industry, nonprofit and transportation enterprise with a clear goal to achieve their desired communications objectives.

Vision: To be recognized for developing and delivering effective and trusted communicational services.

Values: Built upon a foundation of trust, loyalty, integrity and commitment supporting our mission.

ENTRUSTPR is a business partner devoted to developing and executing public relations / public affairs plans & strategies to meet your requirements. Our job is to produce an effective program enhancing your business and its reputation.

Realizing every business model has unique requirements, we develop a custom mix of PR services and execute an approach specifically tailored for each client — from one-time projects to long term commitments.

Our Philosophy

Our business framework and philosophy is built upon a solid and ethical foundation:

- Trusted public relations / affairs counsel to clients and delivery of trusted information products.
- Loyal partner, and staff, to clients.
- Integrity in managing a business.
- Commitment in all we do.

We partner with Non-Profit Organizations and Services Industry at all levels nationwide providing strategic communications support to local, regional and national projects & campaigns.



We define ourself by our agility & relevancy to client requirements and our responsiveness to public & stakeholder demands.



Services

Strategic Level Programs

- Branding
- Message development and synchronization programs
- Product positioning

Editorial Services

- Press materials, op-eds, business, promotional,
- Develop AP compliant **news releases**, etc., and distribution
- Traditional & digital **newsletters, brochures, magazines, internal** products, etc.
- Assist with the development and placement of **bylined articles** (to fit particular vertical industries)
- Editing services

We can help you communicate a unique perspective about your product, service or issue and help position you as a thought leader in your industry.

Media

- Research, identify and pursue scheduled **editorial opportunities**
- Schedule / manage face-to-face **press and analyst briefing** / interviews / press conference management
- Create an aggressive **outreach program** to targeted members of the media
- Develop AP compliant **press releases** and distribution
- Develop / review **media kit** materials (hard copy and on-line) to include corporate backgrounder, executive bios, industry white paper, product fact sheets and other pertinent materials as required
- **Training:** media relations
- Media **monitoring**
- Develop top-tier business and vertical **media list** targets
- **Crisis planning / management**
- Spokesperson representation

Research & Analysis

- Research and identify industry award opportunities
- Media placements / broadcasts
- Measurements of our effectiveness

Event Planning / Consultation

We view event planning much more than just achieving a successful meeting or conference. We see it as an opportunity, and catalyst, for strategic marketing and leverage it to the fullest extent as a communications tool with your target audience.

- We have valuable experience managing myriad details making small meetings to large symposiums memorable and strategically communicable events.
- Registration, hotel booking, management of exhibition floor space, booth / exhibiter
- Concept, brand, logistics, coordination, technical and communication products
- Run of Show development
- Event photographic services

Public Affairs

Using many of the same public relations tactics, public affairs is a more surgical and strategic outreach with a strategic goal to influence the attitudes of your key audiences, stakeholders or representatives holding office, thus preserving and building/advancing your reputation.

It's about engagement, responsiveness, strategy, and communication of trust!

