

## Proving Ground Workshop for Public Relations

Before any team hits the field, there's always spring training, pre-season, and the resulting scrimmages – a proving ground for the season's revolving players, updated plays, and new coaches. Despite the success of these events, businesses often skip this step, sending new concepts straight from the drawing board to market, with unexpected, unintended, or under-performing results. Or the other extreme occurs, with no testing ground for their hypotheses, companies get locked in analysis paralysis.

### Benefit and Outcomes

With an alphabet soup facing most companies – PR, AR, IR, GR – executives are often left wondering what these things mean, what value they can bring, and when each is appropriate. As a general rule, we believe that public relations gets a company on the front page of a magazine, while advertising gets them on the back. Public relations allows for extended messaging and targeted communications, while other forms of outreach can limit the conversation. And public relations enables an affordable reach while other efforts come with a heftier price tag.

Though advertising can be effective, public and analyst relations can offer the shortest, most viable path to notoriety for up-and-coming organizations. Backed by effective investor relations (and government relations, if needed) integrated programs yield proven dollar-for-dollar benefits.

### Services

During the workshops, our practitioners inject breakthrough thinking, helping clients create highly-effective strategies for communicating messages. Client attendees should be prepared for straight talk and blue sky thinking enabling them to:

- \* Identify what role public relations plays in the total outreach strategy.
- \* Determine how to integrate public relations as an effective outreach tactic.
- \* Develop comprehensive strategies for getting messages out across multiple channels.

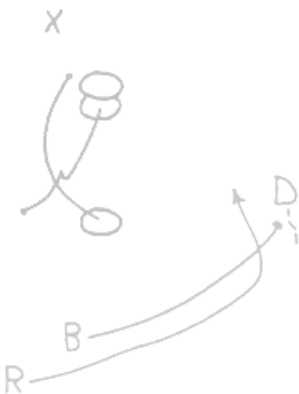
### Format

The Delve Proving Ground for Public Relations consists of three main parts:

- \* In an initial meeting with our practitioners to help determine goals and ambitions, required data, participants, and timing.
- \* A tailored half- to whole-day off-campus workshop to identify the most effective outreach strategy and public relations initiatives.
- \* Delve's Proving Ground Report documenting the day's discussions and an interactive meeting to review our findings, feedback, and suggested next steps.



*“At the top, it’s hard to get unvarnished feedback. With Delve’s help, we gained the insight and courage to think in new ways.”*



To bolster the way you lead your business, contact Delve at 212-255-3870 or email us at [info@delvegroup.com](mailto:info@delvegroup.com)