

PUBLIC RELATIONS

Public Relations

D. Williams Public Relations & Event Management Group is recognized as one of the best consultants. Besides generating plenty of good ink, we provide the strategic public relations approach needed to connect your business with prospects, customers and other key audiences. We can provide global public relations support wherever you need it.

The public relations services we provide can help your company gain exposure in the communities where your company operates. Among public relations firms, D. Williams takes the extra step – every time – to provide you the most effective public relations results.

All this adds up to helping our clients build a stronger marketplace presence, a stronger brand and a stronger business. Our public relations services extend well beyond the Chicago area. We provide market-by-market and national level support for companies to help them achieve their public relations goals. Our clients don't view us as just a PR agency; they consider us a partner helping them realize success.

Bio

D.ionne Williams is a public relations/marketing/events consultant and principal of the company **D. Williams Public Relations & Event Management Group**, providing customized integrated strategies to increase awareness and revenue for clients.

With over 16 years of experience, Dionne's strengths are in the fields of Corporate PR, Entertainment, Event Management & Faith-based Marketing.

Her clients have been featured in local and major market newspapers, national magazines, national shows, such as Billboard Magazine, E! Entertainment, Black Entertainment Television (BET), ABC, NBC, CNN, and CBS radio and television affiliated networks locally and nationwide.

Dionne is Chicago's premier Event Planner producing corporate meetings, events, celebrity concerts, business meetings, and special events that build brand, introduce new products, present strategies to targeted audiences, or honor leading contributors at companies. Dionne manages some of the major and notable events in nationwide.



EVENT MANAGEMENT

D Williams PR Group has an Event Planning arm that is a producer of corporate meetings, events, celebrity concerts, business meetings, and special events that build brand, introduce new products, present strategies to targeted audiences, or honor leading contributors at companies. D. Williams has event producers who specialize in the event planning, event production and event management of programs by delivering expert integration of the major business and event planning disciplines. The end-results enable our clients to better inform, entertain, sell to, train, motivate, and reward their target audiences. As an event planning company, flawless execution is our goal!

We provide the following services to our clients:

Program Development: Creative design, event strategy, thematic development, event planning & production, general sessions, awards shows, visual support, speech writing & coaching, videos, original music & lyrics, casts, comedy & theatrical components, entertainment, motivational speakers, meeting planning, site selection & venue contacting, event survey planning and evaluation.

Staging & Technical: Complete staging, design & production, lighting, sound, sets & scenery, audio visual, video projection, teleprompter, labor, special effects, and technical event planning and planner services.

Entertainment: Creates and designs integrated programs that utilize celebrity entertainment as a vehicle for corporate brand building.

Budget Management: We will work with you to determine an operating budget. We will outline both the major and minor expense categories for you to consider and estimate costs. The budgeting option can include everything from the variable cost of providing handouts at a session to the fixed cost of having special lights on your stage for the keynote address.



MARKETING COMMUNICATIONS

It's difficult for marketers to get through these days. The consumer seems ever more elusive, ever more savvy, and much more difficult and expensive to reach through "normal channels." Our job is to shift the needle, whether that be to launch a new product, drive sales or increase market share.

We are experienced and expert at overcoming the toughest marketing challenges. We start with insights and use proprietary tools and creative thinking to translate ideas into business outcomes. And, in a world of increasing "noise", we understand how to use distinctive ways to promote our clients' brands or thinking.

We do this through a range of "pull marketing" techniques — not the traditional "push marketing" approach. We find the consumer - using a variety of targeting sources and databases. Then we engage the consumer, sometimes have a dialogue with them, and always play to relevant word-of-mouth.

If you want to talk with consumers, please talk to us.

Today's marketing environment is more challenging than ever. Business-to-business and consumer marketers face powerful forces affecting their brands' competitive positions whether they are selling a healthcare product, financial service, consumer brand, or new technology. These forces include rapidly changing consumer preferences, erosion in institutional trust, pricing and time pressures, and far-reaching technological advances.

BRAND MARKETING

We understand the power of a brand. By developing knowledge-based business-to-business and business-to-consumer brand strategies, we can impact behavior and choice — short-term — while building long-term brand preference and loyalty. By employing creative planning, based on a brand's strategy, we are able to deliver powerful programs that reach target audiences and achieve measurable business results.

Our methodology combines academic insight with real-world experience across numerous industries and product categories.

Our services for Brand Marketing are:

Brand Development/Positioning/Repositioning

Grassroots Marketing

Product Publicity/Launches

Educational Programming

Cross Marketing and Promotions

Event and Generational Marketing

Product Focus Groups and Surveys

Special Events

Retail Marketing

Entertainment Marketing

Publicity-driven promotions



Generating outstanding media coverage is a hallmark of D. Williams reputation for developing publicity campaigns based on measurable results. Often the media we target for our clients number in the hundreds. Because of the vast amount of knowledge that is required to be successful in generating positive media coverage, D. Williams will work smarter and use our creativity to customize story angles that will have greater appeal to the media decision makers we target.

- Allows our account teams to work smarter by having the information they need at their fingertips to generate better publicity results such as:

- How/when media want to receive information (via e-mail or fax, etc.)

- When media want us to follow up

- Future story angles that media are interested in covering

- Provides more intimate knowledge about thousands of reporters and is extremely effective at building stronger personal relationships (covers every nuance from story angles of interest to reporters to personal interests)

- Generates customized results reports and, more importantly, enables us to best demonstrate value by holding ourselves accountable and communicating measurable results that support

your business goals.

- Is interactive so that when anyone at D. Williams contacts a reporter, editor or producer, details from that contact are updated to keep our information real-time.

- Enables us to incorporate information from other media resources to enhance the excellent information we already have.

MULTICULTURAL COMMUNICATIONS

Their spending power is more than \$1 trillion, yet they are the most overlooked market in America. They live the American dream at rates that far outpace Anglo-America. The Hispanic, African and Asian-American populations are growing at seven times the rate of the general market. Today, multicultural markets represent nearly 30 percent of the U.S. population.

As shifting demographics continue to change the economic landscape, companies and organizations find themselves increasingly in need of specialized communications programs to reach diverse populations. Understanding these strategic and cultural challenges is the key to an effective multicultural marketing campaign.

Experts in developing and implementing integrated communication programs for a range of audiences, D. Williams PR Group's award-winning multicultural work helps companies expand their reach through thoughtful marketing that connects lifestyle, culture and language with company brands.

Media Training

Communicating confidently and effectively with the media has never been more important. D. Williams PR Group offers an unrivalled standard of training, led by a team of former senior journalists who are communications experts. Their first-hand experience gives trainees a unique insight into the world of journalism - its needs, goals and demands.

Media training underpins any communication program, from announcing company results and product launches to crisis management and profile building of executives. Companies that handle themselves well in the media arena reap huge benefits in terms of building brand and strengthening corporate reputation. Unfortunately the price of failure is high. Companies that communicate badly risk damaging their standing, perhaps permanently.

D. Williams PR Group will help you maximize the benefit of meeting the media and other audiences. We have conducted media training courses around the world for companies of every size. Our courses are designed to build confidence, establish standards of best practice, and improve techniques in communicating with journalists from the press, the broadcast media, as well as the wires and online news services. As one of the world's leading public relations agency, we can bring you trainers who also specialize in voice coaching and presentation skills.

Video Production

D. Williams has a top-notch and Emmy award winning production team that writes, edits, produces, design graphics and technical staff.

