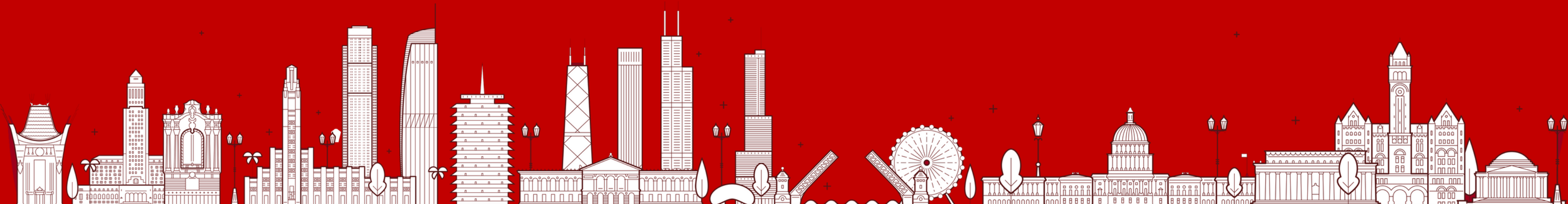


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A large audience is seated in a theater, many holding up red cards. The theater has a stone wall on the left and a dark ceiling with recessed lighting. The audience is diverse in age and appearance, and they appear to be participating in an event or presentation.

Image & Reputation

Establishing the narrative, managing the unexpected, positioning your company for success



Crisis Communications:

Planning and management tools to protect your organization's brand, message development, and media policies.



Critical Issues Management

Messages to match your values,
communications protocols to guide interactions,
messenger to weather the spotlight's glare.



Message Development

Defining key messages that move businesses forward

A close-up photograph of a person's hands holding a smartphone. The person is wearing a blue, textured button-down shirt. On their left wrist, there is a black watch with a silver case. On their right wrist, there is a gold-colored beaded bracelet. The background is a plain, light-colored wall.

Digital & Social Media

Getting the right message to the right audience at the right time, on the platforms that maximize your impact.



Media Relations

Developing winning pitches, understanding the rhythm of the news cycle, using the full spectrum of media outlets to tell the story.



Executive Positioning

Thought leadership, media management and networking guidance to enhance your brand.

A woman with dark hair and glasses, wearing a white dress with pink accents, sits in a studio. She is positioned in front of a large green screen. To her left is a professional lighting fixture. To her right, a camera on a tripod is visible, along with other studio equipment. In the foreground, another woman with long brown hair is looking at a monitor. On the far right, a man is sitting on a blue stool, looking at his phone. The studio floor is dark, and the walls are a mix of purple and white.

Communications Training

Enhancing communications skills and techniques to prepare messengers for internal and external audiences, media interviews, business pitches.



Community Relations

Appreciating local perspectives,
creating understanding, becoming a
better neighbor, sharing success.



Grassroots/Grasstops Outreach

Strengthen company initiatives by building PA communications platforms at the local, state and federal levels.

A close-up photograph of two hands clasped together in a firm grip. The hand on the left is darker-skinned, and the hand on the right is lighter-skinned. The background is a soft, out-of-focus white. The hands are positioned in the upper right quadrant of the frame. A red rectangular box is overlaid on the lower left, containing white text.

Coalition Building

Organizing allies, leveraging existing networks, bridging differences to reach common ground and building the infrastructure to advance shared goals.



Event Planning

Controlling the details to sharpen the message, from guest lists and media pitching to run of show and on-site management.

Case Studies

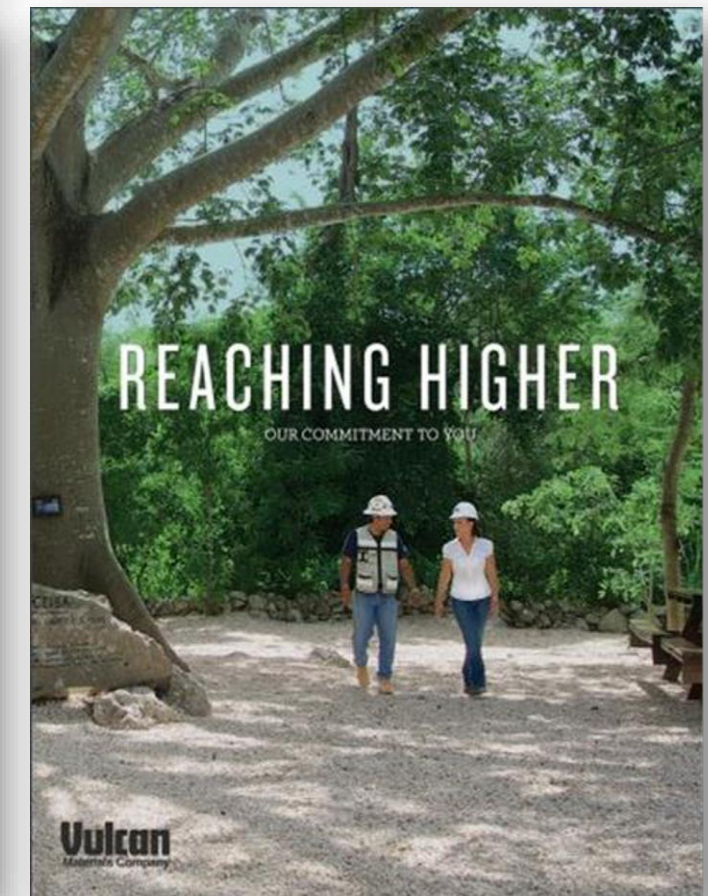
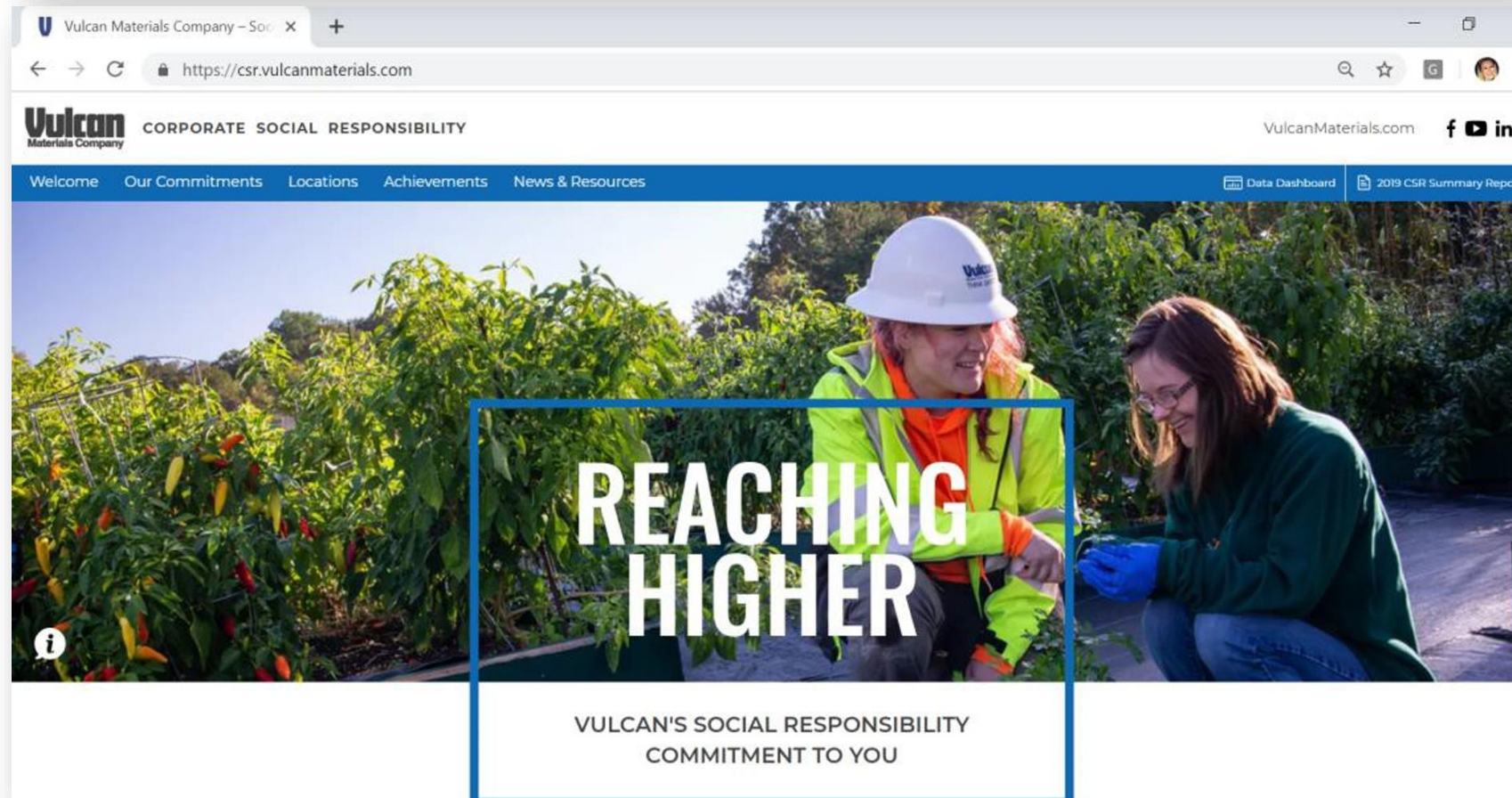
Strategic Planning, Community Relations, Public Affairs and Shared Media



OBJECTIVE: Capture, build, and promote content to promote the company's ESG goals.

RESULTS:

- Delivered engaging content on ESG pillars: safety and health, environmental stewardship, people, community and governance
- Provided full-service communications support, including internal, external, and business-to-business
- Built positive community relationships throughout the country for the Fortune 500 company



Integrated Communications, Government Relations, Community Relations and Event Production & Management



OBJECTIVE: Extend reach in increasingly fragmented media environment for the utility company serving 1.2 million electric and 800,000 natural gas customers covering 43,700 square miles.

RESULTS:

- Strengthened relationships with elected officials, key stakeholders and media
- Devised innovative programming to connect Ameren Illinois to customers
- Assisted in the rollout of new technologies and education initiatives

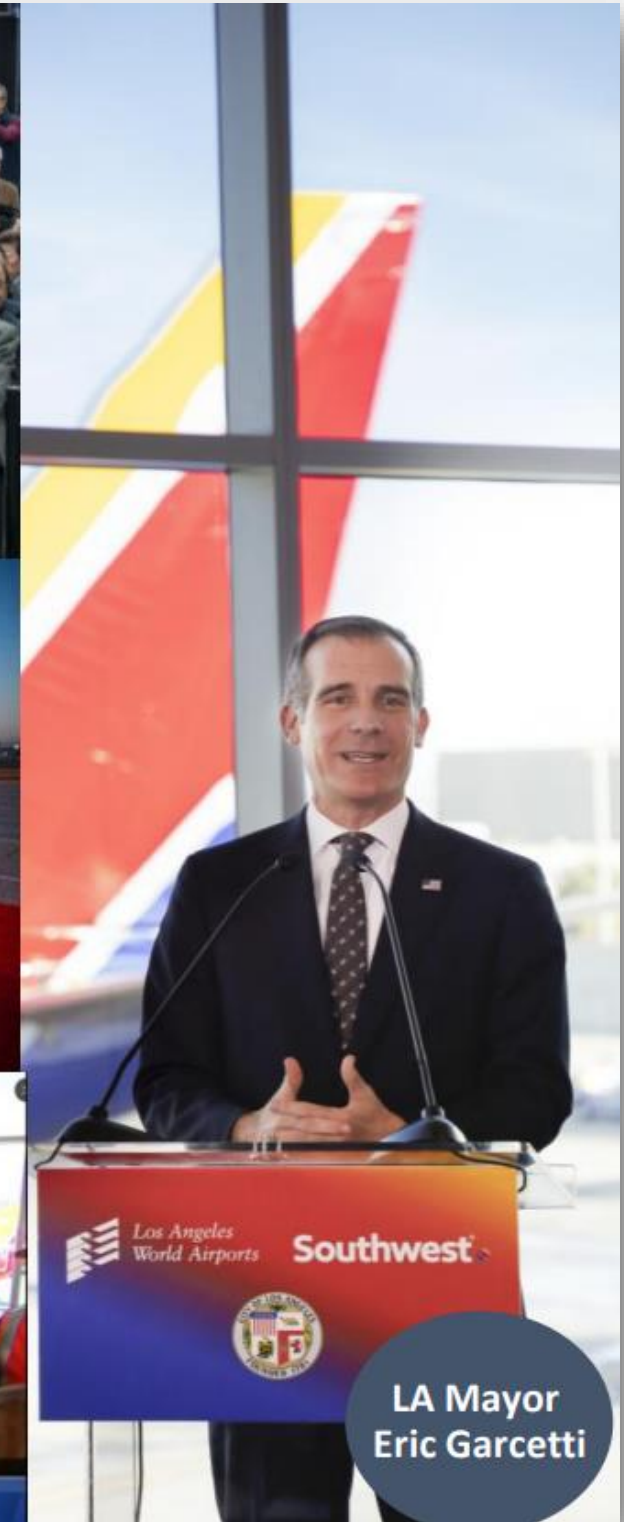


Media Relations, Marketing, Event Planning, Crisis Management, Government and Public Affairs

OBJECTIVE: Position URW Airports as the premier airport commercial developer by strategically engaging in the industry, stakeholders, employees and customers.

RESULTS:

- Engaged City of Chicago, elected officials, Chicago Department of Aviation and stakeholders to support the Terminal 5 redevelopment
- Partner with Mayor Eric Garcetti, Southwest Airlines and Los Angeles World Airports to put the new LAX Terminal 1 on the map
- Developed messaging, fact sheets, and pitches
- Supported development of all creative assets such as marketing signage, invitations, story and event videos.
- Planned staging, A/V and run of show



Community Relations, Strategic Partnership Building and Media Relations

OBJECTIVE: Navigating a statewide media landscape for a global company

RESULTS:

- Worked with local officials, civic leaders and community activists to design a fully-integrated public affairs, grassroots advocacy and public relations campaign to help Walmart build its first stores in a major U.S. city
- Combined community relations, stakeholders and earned media programs to help secure editorial board and aldermanic support throughout the City
- Proactively and responsively handling media relations for 150+ Illinois Walmart stores



Thank You

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