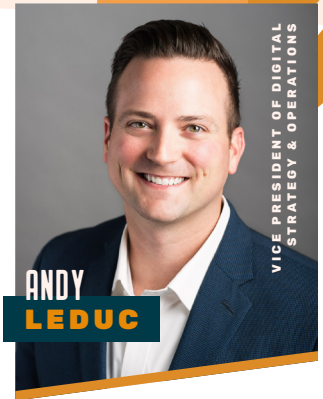


# MUELLER COMMUNICATIONS

**PRESENTATION | PANELIST | SPEAKER GUIDE**

**WHO WE ARE:** Mueller Communications is a collaborative team of communications, marketing and creative experts with unparalleled insights, experience and relationships.



## SAMPLING OF TOPICS:

### **RIGHT MESSAGE, RIGHT AUDIENCE, RIGHT CHANNEL: LEVERAGING DIGITAL STRATEGY**

How are you currently telling your story? Who are you reaching? Are they engaged? These questions keep leaders up at night. Let our digital team shed light on how local organizations are using the world's most sophisticated targeting methods to reach and connect with their audience. Join the Mueller Communications team as they bring clarity to the complex world of digital marketing and PR, producing tangible takeaways that produce real business results.

### **PR, MARKETING & TALENT RECRUITMENT AND RETENTION: POSITIONING YOUR COMPANY FOR SUCCESS**

Attracting and retaining talent is at the top of every business leader's agenda. Traditionally, recruitment and retention has been left in the capable hands of the HR department, but in a tight labor market, you'd be well advised to add your PR team to this effort. Join Mueller Communications as they help you discover how you can elevate your organization's profile in the community through social media, traditional media outreach, strategic partnerships and philanthropic giving, enabling you to get the right messages to the right audience at the right time to support your talent recruitment goals.

### **COMMUNICATING THROUGH A CRISIS: PREPARATION IS KEY**

Successfully handling a crisis requires thorough preparation. Although each crisis is unique, it is critical that organizations have plans in place to achieve an ideal outcome and guide public perception. Join representatives from Mueller Communications as they address how an organization can proactively prepare for and respond to a crisis and rebuild relationships when things go wrong.

### **MEDIA: FRIEND OR FOE? MAXIMIZE MEDIA OPPORTUNITIES WHILE MINIMIZING MEDIA RISK**

If you are going to position yourself, your organization or your colleagues as expert resources for current and potential clients or customers, the media can be a powerful vehicle to help tell your story. Join public relations experts from Mueller Communications as they provide unique insight into working with the local media, how to adapt to the rapid changes in the newsroom, and key recommendations to help you prepare for and implement a proactive media strategy.

### **HAVE ANOTHER TOPIC IN MIND?**

We're happy to craft a presentation to best meet your needs and engage your audience.