

build *Rhythm...Etch* a strategy...*Dazzle* your audience
THE CODE FOR SUCCESS

COMMUNICATION GAP NARROWING NEW PUBLIC RELATIONS TRAINING

Boise, ID—Code RED Public Relations energized more than 100 business professionals in cracking the communication code. Decoding the Baby Boomers, Generation X, and Generation Y was the featured topic and applying that knowledge to voice and email accented the event.

Themed with creative head designs, including a full length door banner participants could walk through inviting them to, “Get into my head”, principal, Karleen Savage, showed how communications can improve if we understand the generational experiences, strengths, and tendencies.

Savage illustrated how Boomers are solid contributors for global companies and companies looking for large growth. “Generation X”, says Savage, “are great contributors for innovation, new companies, and outside the box thinking...as long as they have a Boomer to bounce things off of”. Savage outlined mentors and leadership roles in small capacity within controlled environments are best for Generation Y. “Understanding this is like dieting,” Savage said, “if you stop eating two-hours before bedtime you’re bound to improve your health. If you only apply the generational tendencies, you’re guaranteed to improve, by domino effect, the company’s revenue”. With so many components to public relations and marketing, cracking the communication code is closing the gap that has kept generations apart too long, and Savage ensures this easily to apply concept is resulting in growth and improvement.

Code RED Public Relations is a public relations firm with six national consultants. Savage holds a BS in business/marketing and 20-years successful experience. For more information, contact Code RED Public Relations 208-938-3612 or www.codeREDpr.com