



RED CARPET SERVICES

FEATURE STORIES

NEWS WIRE DISTRIBUTION

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TRAINING

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PUBLICITY

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WRITING

Our RED CARPET SERVICES are the collection of elite services to break through industry norms. When compiling our services, our leadership considered the needs and demands of clients, and we believe those serious about outcome and results should have full access to what is available. When it comes to the virtual team or IntelliNet process, we noticed it wasn't being offered among a chaotic pace of growth and revenue focused business, so we invented it, and it makes it more cost effective and time efficient!

FEATURE STORIES—*A pivotal strategy for those looking for special attention to their product, service, project, or an organization looking to continue to maintain public presence.*

- **Code RED PR** is provided and scans editor preference lists determining unique methods to assist our clients in additional exposure. We also track feature story publication for 30-days from submission, which provides measurable results.
- **Definition:** The media has certain stories they look for each year or season, which are called Feature Stories. This is a virtual packet of timeless news articles about people, advice, surveys, trends, products or services sent to industry specific reporters and editors. They are reviewed by editors prior to distribution and printed verbatim.
- **Topics include:** Books and authors; hobbies and recreation; personal finance; health and wellness; volunteerism and philanthropy; education; arts, culture, and entertainment; family; business; Hispanic heritage; auto; real estate; and careers to name a few from the more than 125 slated requests for 2007.

NEWSWIRE DISTRIBUTION—*A vital, yet largely neglected strategy to broadcast your product, service, project, or agenda for positive exposure. Public relations should be skilled in finding, redesigning, or rejuvenating your story.*

- **Code RED PR** first isolates your target audience, and then compiles an in-house distribution list from the more than 450,000 media outlets and reporters to direct your information to their individual email, fax, and wire system.
- **Definition:** There are more than 450,000 journalists across print, magazine, online, television, and radio; finding them can be arduous without a strategic process. NewsWire distribution is directed by your public relations firm to isolate a single state, regional, national, or global scope in order to launch your information. Not all firms provide this program limiting your reach or potentially missing some valued reporters.

PRESS TRACKING—*A media intelligent service for prudent organizations looking for measurable results.*

- **Code RED PR** provides tracking mechanisms for most stories, launches, and releases. If the market is small, tracking is done at the request of the client.
- **Definition:** Tracking is a time consuming process removed from the operation that alerts PR firms and when and where stories are published. This ability to measure among television, magazines, online Web sites, newspapers, radio, and trade publications adds the freedom to focus on messaging, target audience adjustment, or creating a master list of journalists.

SATELLITE MEDIA TOURS/VIDEO NEWS RELEASE—*For the researchers, high profile organizations, or niche focused seeking to deliver a specific message, unique service, launch a new concept, or expose a new method. These services provide television and agencies with several interview segments with key organization leaders, video clips of material information from the organization, and opportunities for launching detailed information in a controlled setting.*

- **Code RED PR** provides their clients access to the finest media methods in the industry with SMT or VNRs that can last over time.
- **Definition:** VNR is used for conferences, breaking news, or anything that needs clarification or helps the station tell the story. It will include a summary of the company and news along with sound bites from appropriate spokespersons. If being used locally, it should include local personalities, contacts, and statistics. SMT is a recorded in-studio interview that will broadcast across the nation or to your target audience through media or intra-conference.

TRAINING—*When concerned about the return on investment or investment of resources, offers of training gives unequalled opportunity for internal growth and enhancement.*

- **Code RED PR** has penetrated industry norms by amassing the industry elite across the country to provide services to you, our client, through superior staffing partnerships. We provide media training with a 13-year television expert; director and leadership training through a Fortune 500 professional; strategy planning with a 13-year marketing specialist; branding awareness through an internationally published specialist and so on.

- Definition: Training is provided on site, during conferences, at client conventions, or isolated to training programs being offered through our organization. Trainings can be built specific to your needs or follow a format of offerings. See our Events page for upcoming segments.

VIRTUAL TEAMS—*An innovative approach to public relations that truly pierces the industry limits; IntelliNet has an "intelligent network" of specialists addressing impacting decisions for business.*

- **Code RED PR** exceeds the expectations in reserving revenue for our clients while providing maximum exposure to experience not limited by geography. Clients have access, through virtual projects, to hear and be serviced by the finest in their field. For the serious, this service assembles consultants from across the country, focused in their expertise, and brings them to you in cyber environments lifting limitations and breaking glass ceilings.
- Definition: A team of any number is gathered to work on your project or situation for an amount of time specified by agreement. A virtual team sharpens the use of client resources since not all projects require the same amount of team members or the same skills. This allows us to assemble the talent to match your needs without waste.
- Current or recent projects: Among our list includes branding an organization's image; strategically positioning a leadership group to reach their next level of growth; redesigning a fundraising organization to gain full exposure; repositioning an individual image; assisting in developing an outline of director qualifications; and redesigning a declining product.