



# MUELLER COMMUNICATIONS

PRESENTATION | PANELIST | SPEAKER GUIDE

## WHO WE ARE:

Mueller Communications is a team of creative communicators and strategic problem solvers who work tirelessly to make things happen for their clients by leveraging their unique relationships, expertise and experience.



**LORI RICHARDS**  
PARTNER | PRESIDENT



**JAMES MADLOM**  
PARTNER | CHIEF OPERATING OFFICER



**ELIZABETH HUMMITZSCH**  
VICE PRESIDENT



**ANDY LeDUC**  
VICE PRESIDENT | DIGITAL STRATEGY



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## TOPICS: 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.

## PR, 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.

## 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.

## 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 communicators 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.