

Strategic Partnerships

THE CE GROUP: COMMUNICATIONS & EVENTS

Having the right relationship is everything

We at **The CE Group: Communication & Events** recognize your long-term business goals include being known as an industry leader, remaining competitive and resilient during challenging times, and keeping your business top-of-mind among decision and influence makers.

For many businesses, building a role within the community and forging alliances with civic and private entities are key components to grasping opportunities and realizing growth and success. We all know, proven time and again, when opportunity knocks, having the *right* relationship with the *right* decision maker is key to opening the door and keeping it open.

For years, clients have sought **The CE Group** to help build relationships and goodwill within the community. They know these relationships are key to elevating credibility for their business and strong brand awareness in today's competitive marketplace.

As your partner, **The CE Group** can connect your business with industry and civic leaders to open lines of communication, ignite opportunities and facilitate ongoing professional networking. **The CE Group** will provide signature follow-through skills so that you can keep focus on your day-to-day business.

The CE Group's relationship marketing services include:

COMMUNITY RELATIONS

- Distinguish specific goals and strategy for your business' community relations
- Define roles your business can take within the community
- Identify appropriate civic opportunities for your company
- Facilitate entrees and one on one meetings
- Help navigate civic organizations and initiatives
- Consult on you or your business' participation in community endeavors
- Develop goodwill activities for public or private initiatives
- Form new philanthropic endeavors

PARTNERSHIP MARKETING

- Define Partnership Goals
- Develop a partner profile including complementary brands, target audience match, growth potential, shared advertising opportunities, media/public relations, etc.
- Assist in brand entrees and partnership strategies
- Engineer public relations communications and events for partnership
- Support phases of partnership initiatives
- Assist in negotiations and contracts
- Manage Partnerships

HOSPITALITY MARKETING

- Enhance relationships with target audience through events, mailings, and incentive programs
- Keep brand of services top-of-mind in competitive industry
- Deliver destination management expertise
- Identify convention and conference opportunities
- Provide information about city-wide happenings
- Staff events and gatherings

Task management and follow-up status reports are part of all agency service efforts.

The CE Group is a communications and events firm owned by **Janet Holliday** and **Lainey Berkus**.

More information is available upon request