



Who We Are

WCP Communications, Inc. was founded in 2001 to serve clients who value industry experience, strategic thinking and proven solutions. Serving clients throughout the United States and Abroad, we take a fresh approach to our client's communications needs. Our extensive industry expertise in a variety of business sectors gives us strong perspective on your requirements.

We are a lean organization with a vast network of relationships. This allows us to identify the right talent for your particular marketing challenge without requiring extensive overhead that drives up budgets. Our plans integrate the right mix of services to achieve your marketing goals.

Our services promote image continuity and enhancement both for the individual and business client -- the essential elements of a strong market presence. Whether you want to increase sales, generate greater revenue, improve customer relations, or strengthen your profile, we can meet your bottom line needs.

Then we deliver... on time and on budget.

SERVICE OFFERINGS

- Strategic Communications Planning
- Creative Direction
- Project Management
- Brand Development
- Graphic Design
- Public Relations
- Advertising
- Internal Communications
- Speaker's Bureau

Planning and managing marketing campaigns requires certain deliverables. We have helped many companies design, create and deploy a range of critical communications tools, including:

- Corporate Capability and Product Brochures
- Marketing and Sales Brochures
- Newsletters and Company Magazines
- Annual, Quarterly Reports
- Training and Marketing Videos
- Recruiting and Employee Materials
- Training Support Materials
- Feature Writing and Editing
- Media Kits and News Releases
- Strategic Speakers Forums

IMAGE IS EVERYTHING

The right words can make or break your image. At WCP Communications, we pride ourselves on turning your thoughts and ideas into a clear, concise, compelling story – the kind that stands above the rest and gets you noticed.

Effective communication is key to building a successful brand and reputation. It's more than press releases and promotions, effective communication tells your story, builds your credibility and

establishes and protects your image and reputation. As you seek to build credibility and generate media and consumer interest in yourself, company or product, WCP Communications can offer experienced strategic communications services and business consulting that will optimize your market position and meet your bottom line objectives.

Seize new opportunities and position your company for growth. With WCP Communications, you'll get direct access to marketing professionals who conceptualize and implement robust brand development strategies, outstanding advertising campaigns, powerful public relations, and quality communications.

What differentiates your company or organization from the competition?

Understanding your market, your competitors, clients and supporters can be a daunting task. Conveying the correct message is vital to your marketing and advertising efforts.

Effective PR helps you to convey your story to customers, prospects, thought leaders and other key audiences. We help clients make their point using a variety of public relations strategies.

Knowing the many "do's and don'ts" of writing and distributing a press release can determine whether or not it ever gets published. The value of a successful press release is almost unmatched by any paid-for marketing tactic.

The key factors that determine the success of a press release are timeliness, newsworthiness, the quality of the writing and, perhaps most importantly, an understanding of the importance of establishing relationships with trade editors and publishers.

Immediate Exposure to Your Target Markets

WCP Communications, Inc. provides the skill, experience and the understanding of how the game is played to create a successful press release or email campaign for you. We have had hundreds of press releases published and have established relationships with many important trade publications, and we know how to quickly establish required relationships where none currently exist.

Newsletters: Keeping Your PR Current and Consistent

Newsletters are important to maintaining a continuing stream of contact with important audiences. They also provide a repeated opportunity for you or your company to:

- Create brand awareness in your target markets.
- Develop regular readers who will consider your company the expert in your industry, and who will do business with you.
- Introduce new product information that will influence decision-makers (prospects and trade publications).
- Reduce cost of "top of mind" awareness compared to traditional marketing campaigns.
- Preview upcoming products or upgrades to existing products and services; build loyalty to brands in competitive markets.
- Entice readers to visit your web site to obtain further details and more information.
- Improve search engine rankings by routinely providing new and relevant content to your web site.

WCP Communications, Inc. can help you develop and maintain a cost-effective newsletter program that will help elevate your company's position within your target markets and industry.

Speaking Engagements:

Speaking Engagements allow you to tell your story in your own words to associations, trade groups and other audiences.

Speaker programs are rapidly becoming a standard part of successful companies. The authors we represent have found that this is the perfect way to sell their books. The costs associated with making a presentation to an audience are minimal compared to other methods of media placement. In addition, it positions you or your representative as an expert who is readily available to an audience eager for knowledge and assistance.

Personal relationships have been and will be the foundation of business relationships. The ability to meet your target prospects face-to-face at an event in which you are formally presented as the expert is one of the most potent means of prospecting for new business or support. We can help you locate and arrange these valuable speaking opportunities.

Communications Strategy

Our first step with every client is to develop a communications strategy. This process provides a roadmap for each client's program.



Communications Strategy: Understand Markets, Assess Business Needs, Evaluate Available Resources, Choose Tactics, Create Timeline

There are five steps to developing a communications strategy, whether it is for a business entity, organization or an individual.

- Understanding Your Market
Gauge key players, market position, market influences and changes.

- Assessing Your Business/Organizational Needs
Determine primary objectives, competitive pressures, barriers to success.

- Evaluating Available Resources
Consider strengths and weaknesses, budget, staffing, time.

-
- Choosing Appropriate Tactics
Integration of public relations, advertising, direct mail, Internet, trade shows, etc.

-
- Creating a Timeline
Establish short-term vs. long-term goals, accommodate seasons and market cycles, link corporate development to industry events.
-

LISTEN

We listen - asking questions about YOU and ensuring that we understand what defines success for you and/or your business.

CREATE

Once we have listened and determined your needs, we go to work. We provide research mechanisms that ensure a tailored solution.

DELIVER

The solutions we create are delivered on time and tailored to meet your budget. Whether it's brand development, a web solution or marketing collateral, WCP Communications delivers the right solution on time – every time!

WRITING YOUR BOOK AND GETTING PUBLISHED (CONNECT TO WCPUBLISHING)

SPEAKER'S BUREAU

As an independent professional, your most important “job” is identifying venues in which you can sell yourself. And if you're like a lot of independent professionals, “selling yourself” can be frustrating, overwhelming, or even painful.

Marketing and growing yourself or your business/organization doesn't have to be a struggle. In fact, it can be enjoyable—even fun—and much easier than you think. How? By engaging WCP Communications

We specialize in addressing the challenges of business. A dynamic speaker from the WCP Speakers Bureau will take your next meeting, symposium or conference from ordinary to extraordinary. Our talented, world-class speakers, seminar leaders and corporate entertainers inspire audiences to discover fresh purpose, achieve goals and build a culture of success.

“An innovative speaker is one who engages and inspires... Through their words, a powerful idea can take hold — and effect change in our lives and our businesses.”

~Tanya Wiley, Founder WCP Communications

- High-Profile Events & Keynote Speeches
- Corporate Retreats, Conferences, Motivational Seminars & Workshops
- Company Functions & Presentations
- Fundraising & Kick-off Campaigns

How does a Speakers Bureau work?

As a Speakers Bureau, we connect you with the speakers you need for your event or forum. If you are not sure which speaker is right for your event, we will help you find the specific speaker who matches your criteria. WCP Speakers Bureau has access to the finest speakers, both regionally and nationally.

What if I'm interested in a speaker and don't see him or her on your web site?

We have access to national and international speakers. We are tied to a worldwide network of speakers. If you're looking for a speaker who is not represented by us, we'll help you find him or her. Just [Contact Us](#) to ask about specific speakers or to inquire about other speakers not listed on our website.

How much does the service cost?

There is no charge for this service. We are paid by the speaker you choose. What is the average cost for a speaker? Speaker fees range from \$1,500 and up. If your speaker must come from out of town, reasonable travel and accommodation expenses apply. The speaker can add value by meeting any additional needs for a panelist, host, break-out session and/or keynote speaker. We work with you and your budget to choose the most appropriate speaker to meet your needs.

Every event is different. We listen and ask questions that will help our creative team understand your goals and objectives. This enables us to provide the right speaker or solution to address your needs.

AFFILIATIONS –

WCP Speakers Bureau is a subsidiary of WCP Communications®. Our affiliation with WC Publishing & Printing Co., Inc., affords us the opportunity to work closely with some of the most talented authors. As a result, our reputation “speaks for itself”.

