



# Sebastian Communications

*engage. transform. elevate. sustain.*

## Services We Offer

We are delighted to offer these core communications services (not exhaustive):

### **Strategic Counsel**

Through corporate challenges and opportunities, provide guidance to build and protect clients' reputations with authenticity and integrity

### **Media Relations/Media Planning**

Constant engagement with reporters, content creators, and editors to provide proactive and reactive media benefits to clients

### **Messaging, Brand Positioning & Brand Management**

Crystalize every client's value proposition by advancing branding or rebranding messaging, as well as enhancing brand equity

### **Executive Branding & Thought Leadership**

Assist executives with refining their messaging, navigating the media, and amplifying their voices within a crowded landscape

### **C-suite Speechwriting**

Write and edit relevant and purposeful executive speeches that can be delivered with confidence, clarity, conviction, and purpose

### **Public Relations**

Create purposeful and strategic communications plans and public relations campaigns that advance the client's vision and mission

### **Bridging Internal & External Communications**

Effective corporate communications require bridging the gap among all aspects of internal and external communications, providing stakeholders with a singular messaging source

### **Digital Services**

Engage audiences and amplify clients' narratives by developing and strategically distributing digital content across social media platforms

### **Graphic Design Services**

Create thoughtful, relevant, engaging, purposeful, and visually appealing communications and branding materials

### **Content Creation, Editing & Management**

Develop and edit materials and social content to connect clients to their most important audiences

### **Trade Publication, Magazine & Other Publication Article Writing**

Navigate through the competitive trade magazine and article writing landscape to create targeted and purposeful publications

### **Event Planning & Publicity**

Plan, manage and/or publicize events, maximize coverage, and use events to tell a larger story that aligns with the client's mission

### **Speaking Engagements**

Deliver in-person or virtual conference/summit presentations with targeted themes and to targeted audiences

### **Crisis Planning & Management**

Through a proactive approach, map out strategies and responses before a crisis arises  
In a crisis, adopt a combined proactive/reactive approach to protect clients' reputations

### **Sebastian Next**

reimagine ♦ rediscover ♦ engage ♦ renew ♦ sustain

By leveraging our corporate rebranding experience, we assist clients with reimagining, rediscovering, re-engaging, renewing, and sustaining their connections to key audiences  
This concept is the hallmark of our suite of communications services



*We adhere to all AP Style guidelines*