

# Bianchi PeRspectives

An e-newsletter offering PR-related info to use, challenge and amuse.

VOLUME 68 SPECIAL EDITION - November 2014



## PRGN Locations:

### Asia

China  
India (2)  
Indonesia  
Japan  
Malaysia  
Myanmar  
Singapore  
Thailand  
Vietnam

### Europe

Belgium  
Denmark  
France  
Germany (2)  
Hungary  
Ireland  
Italy  
Netherlands  
Poland  
Portugal  
Romania  
Russia  
Spain  
Sweden  
Switzerland  
United Kingdom

### South America

Argentina  
Brazil  
Chile

### North America

Atlanta  
Boston

## Gone Global

With our recent admission to the **Public Relations Global Network (PRGN)**, one of the top four networks of independent PR firms in the world, Bianchi PR now has **expert partners around the world** to serve clients with local expertise ... wherever they need help.

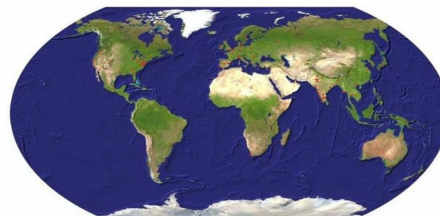
This special issue of Bianchi PeRspectives will give you a snapshot of the collective **expertise, reach** and **capabilities** of PRGN, and more importantly, a sense of how our participation might benefit you.

If you'd like to learn more about PRGN and how we might leverage it for you, please let me know.

Globally yours,

*Jim Bianchi, APR*  
President

## What Makes PRGN 'The World's Local Agency'?



**Local knowledge on a global scale.** That's what PRGN provides to more than **1,000 clients** across **six continents**, delivering targeted and effective PR campaigns in more than 80 markets around the world.

The fourth largest network of independent PR firms in the world, PRGN has revenues of more than **\$110 million** and nearly **1,000** of the world's top communications professionals, working to meet their clients' challenges.

**Client-focused mission.** Since 1992, PRGN's mission has been simple: provide select clients with first-class public relations services - **seamlessly** - in key regions of the world through local market experts. This mission has driven steady growth of PRGN's client list and

Chicago  
Cleveland  
Detroit  
Denver  
Los Angeles  
Mexico City  
Miami  
Montreal  
Nashville  
New York (3)  
Philadelphia  
Phoenix  
San Francisco  
Seattle  
Toronto  
Vancouver  
Washington DC (2)

#### Rest of World

Australia  
South Africa  
United Arab  
Emirates

## PRGN on Social Media



## BPR Quick Links

[About Us](#)

[News](#)



membership.

**The best of the best.** PRGN's 49 member agencies are among the top PR firms in their markets. For admission, they are required to meet and maintain stringent performance requirements in areas such as size, longevity, capabilities, experience, financial stability, ethics and other key metrics ... all ensuring they fit the successful PRGN model.

**Key benefits for clients.** Working with PRGN truly offers clients the best of all worlds:

- Full attention from **senior** professionals/agency principals;
- **Local** market **expertise**, media contacts and "boots on the ground";
- National, regional and **global reach**, however/whenever needed;
- **One-stop** shopping and **seamless coordination** by the lead agency;
- Better staff, systems and ideas through **shared best practices** among agencies; and
- **Unmatched value** - superior results without the giant firm overhead to support.

**Experts in their markets.** PRGN agency principals are seasoned, English-speaking professionals and recognized leaders in their local markets. They know the media, the influentials, the organizations, the culture, the values and, of course, the language.

Many PRGN principals have successfully operated their firms for decades. And most were executives with large multi-national agencies and corporations, who started their own agencies to expand their creative and entrepreneurial wings.

Collectively, PRGN principals have more than 350 years of experience running agencies ... and hundreds of additional years of overall PR and communications experience. **And PRGN puts that experience to work for you.**

**Global services, broad offering.** Through PRGN, clients have access to a world of communications services, including:

- Public relations strategy;
- Digital communications;
- Media relations/publicity;
- Brand positioning;
- Investor/financial relations;
- Content marketing;
- Crisis communications;
- Environmental communications;
- Event marketing;
- Internal communications;
- Social media marketing;
- Government relations;
- Graphic design;

- Video production; and
- Advertising.

Bianchi PR is proud to be a part of this global enterprise, and we look forward to bringing the power, capabilities and expertise of the network to tackle our clients' toughest challenges.

*If you'd like more information about [PRGN](#), contact Jim Bianchi at 248.269.1122 or [jbianchi@bianchipr.com](mailto:jbianchi@bianchipr.com).*

