

How to Get Company Decision Makers on Board with PR

When it comes to PR, garnering and maintaining **"buy-in" from key company decision makers** is a must. While there is no doubt there's **real value in PR**, your program needs both financial support and professional **involvement from top executives** in order to succeed.

Ask yourself these questions:

** Has one of your really great PR ideas fallen flat due to lack of engagement by key executives of your company?*

** Have you ever left a meeting feeling frustrated by the lack of enthusiasm for a communications campaign?*



If your answer is yes to either of these questions, here are four tips on engaging executives for better support of your PR program:

[To read more, visit: http://bit.ly/2e78lhm.](http://bit.ly/2e78lhm)

TECH INNOVATOR VALEO PICKS BPR

Valeo, one of the world's leading automotive suppliers, recently selected Bianchi PR to provide media relations support in North America. To learn more about this innovative leader, partner to all automakers worldwide and #11 on *Automotive News'* Top 100 global OEM suppliers, visit: www.valeo.com.



CHECK OUT OUR LATEST "MEET THE MEDIA" PROFILES

Have you checked out the latest "Meet the Media" features on our blog? Each month, we profile a few key journalists that cover our clientele.

Here are some of the latest posts:

- [Chris Paukert, managing editor at Roadshow by CNET](#)

- [Sharon Carty, reporter and news editor at Automotive News](#)
- [Laura Putre, staff writer at IndustryWeek](#)



WELCOME ASHLEY & HEIDI

Joining our **Bianchi PR** team as our fall interns are **Ashley White** and **Heidi Guenther**. Ashley is a senior at Wayne State University pursuing a degree in public relations and Heidi Guenther is a senior at Eastern Michigan University pursuing a degree in public relations with a minor in marketing. **Welcome to the team!**



TOP 25 COUNTDOWN

In celebration of BPR's upcoming 25th anniversary, we are posting our Top 25 PR Projects on the Bianchi Biz Blog. To see the latest post, featuring the launch of the Domino's DXP, click: <http://bit.ly/2e0eQ8L>.



OUR PRGN TEAMMATE IN SAN FRANCISCO

Landis Communications Inc.

Led by President and CEO, David Landis

Looking for high-tech, Silicon Valley expertise? We have it ... through our **PRGN partner, Landis Communications Inc. (LCI)**, which provides strategic communications, digital, integrated marketing, social media, media training, video production and overall public relations services and counsel that helps businesses grow and stand out.

Based in San Francisco near Silicon Valley for 25 years, LCI



represents leading national technology, consumer, healthcare, real estate, financial services, retail and business-to-business clients. LCI was recently honored as America's #1 PR Agency in Ragan's Ace Awards and was named one of the Bay Area's Fastest-Growing Private Companies by *San Francisco Business Times*.

For more information on how you can tap the expertise and contacts of LCI - or any of our nearly 50 PRGN partners around the world -- contact Jim Bianchi at jbianchi@bianchipr.com.

