

Debbi Dunn Solomon

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Please see my:

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EXPERTISE AND PROJECT WORK

As a consultant, I work closely with clients to achieve their goals through strategic communications. Together we clarify and prioritize goals; assess strengths, challenges and competition; consider external and internal audiences; identify people of influence; develop schedules and establish measurable objectives.

I advise on all aspects of a successful plan including media relations, online outreach, advocacy, and donor development. To achieve the desired results I engage staff, senior leadership, board members, vendors and volunteers.

Writing, Editing, Managing Production for print or online

- Articles for publication, blog posts
- Newsletters, brochures, promotional fact sheets
- Web pages, customized e-news
- Annual reports, case studies
- Press releases, Facebook, Twitter
- Presentations, speeches, webinars
- Requests for proposals

Website Development

- New sites and redesign of existing sites
- Audience assessment, editorial planning, content development
- Focus on intuitive architecture, realistic planning for frequent updates
- Managing vendors from initial proposal to final punch list

Event Planning

- Develop themes and sessions appropriate to organizational goals and participants
- Identify, book and support speakers and workshop presenters
- Manage marketing, registration, venue, audio-visual
- Produce collateral including agendas, meeting books, mementos, rosters

Media Relations

- Identify online and traditional outlets and reporters
- Produce content and press releases
- Prepare and deliver pitches
- Plan press events, site visits
- Train spokespersons
- Evaluate results, organize clips, plan next steps

Training

- Communications strategy: how to identify goals, objectives, audiences, messaging
- Communications tactics: how to craft web content, one pagers, media releases, events, stories
- Communications delivery: how to succeed as a speaker and in media interviews