



BUSINESS OVERVIEW & SERVICE PROFILE

Michelle D. Jackson
President & CEO
(678) 548-2461
[**Mjackson14@bellsouth.net**](mailto:Mjackson14@bellsouth.net)

PR SOLUTIONS CORPORATE EVENT AND MARKETING SERVICE

I. **SERVICES.** PR Solutions offer the best in corporate event planning and marketing from small new client attraction business meetings to product showcases. PR Solutions is your solution to new business development and employee/client appreciation events and activities. Services include:

Pre-Event Strategic Planning

- Comprehensive needs assessment
- Targeted audience
- Desired outcome

Event Prep & Logistics

- Venue selection
- Catering selection
- Decoration
- Entertainment & speakers

Event Day Activities

- Set-up/take down service
- On-site management
- Troubleshooting
- Return on Investment (ROI) Report

Fundraising

- Potential donor list
- Solicitation
- Sponsorship marketing package

Event Marketing

- Marketing plans
- Ad buys
- Branding

II. **STRATEGIC PLANNING.** Event planning is an essential part of any organizational structure. However, most businesses depend on the limited skills of administrative assistants and interns to oversee the critical process of planning business meetings, presentations, product launches and galas. When an event is poorly planned and implemented it results in missed opportunities to attract new clients, build stronger business alliances and, ultimately, sustain business growth.

At PR Solutions we believe that strategic event planning is important to any successful event. Therefore our work starts with a **FREE CONSULTATION** and a comprehensive needs assessment.

III. **TARGET AUDIENCE.** The most successful events are targeted to a specific audience. For example, if your goal is to educate the business community about a new small business financing program, we will start building your target audience database with names of small business financial specialists from the top businesses in the region. Identifying the right organization or business to invite is essential; more importantly, pinpointing the key decision-maker puts your company one step closer to making the next big deal.

IV. **LOGISTICS.** Where you host your event is just as important as who attends. An uninviting location at an inconveniencing hour could cost you time and money. Business leaders should never leave these decisions to chance. The staff at PR Solutions will provide you with creative options on where to host your event, the

preferred time of day (based on traffic and parking limitations) and the best, most effective way to attract your target audience so you can make the most of each activity.

- V. **MARKETING.** Event marketing provides our clients the option of branding each event with a well-developed message to new and existing clients. We provide public relations services, ad buying and ad design.
- VI. **PRE & POST EVENT DAY ACTIVITIES.** Planners plan...PR Solutions specializes in turnkey events. You tell us what you need from strategic planning to event day setup and our goal is to meet your needs. We are not satisfied until we reward you with a **RETURN ON INVESTMENT.**
- VII. **EVENT FOLLOW-UP.** Our ROI Report provides a complete overview of who attended, sponsorship dollars generated, deals made and recommended next steps.
- VIII. **COMMITMENT TO LOCAL VENDORS.** PR Solutions is committed to using local vendors for services not directly provided by our staff. We will give a “first look” at qualified local vendors that offer the best product or service for your event.
- IX. **FEE STRUCTURE.** Event coordination fees are based on the event budget, type of event and hours required to execute (fundraising and marketing fees are charged separately):
- **Small Business Solutions Program** offers a flat rate for businesses with 50 or less employees.
 - **Corporate Solutions Program** offers a fee range of 15-20% of event budget. Rates are based on type of event and the approximate number of hours per week required for planning and implementation.
 - **Fundraising** fees are determined as follow:
 - Sponsorship proposal development – starting at \$250
 - Press release – starting at \$150 per release
 - Solicitation - 18% of amount generated
 - **Marketing fees** are determined as follow:
 - Marketing plan development – starting at \$350
 - Ad buy - 18% of advertising budget
 - Press release – starting at \$150 per release

Management Staff Profile

Michelle D. Jackson

President & CEO

678-548-2461

Mjackson14@bellsouth.net

Event coordinating & marketing consulting since 1997...

Event Planning

- Coordinated and managed over 500 events including:
 - Galas
 - Team building
 - Employee appreciations
 - Membership drives
 - Silent auctions
 - Community and military charity events
 - Local theater promotions
 - Groundbreaking ceremonies
 - Seminar & Business Meetings
 - Movie premieres
 - Fashion shows
 - Health fairs
 - Concert promotions
 - Corporate tours
 - Art shows
 - Anniversary/retirement parties
 - Grand openings
- Oversaw the marketing efforts of 16 enclosed and open air shopping centers. Responsibilities included marketing budget development, ad design, ad buys, website administration, events coordination and public relations.
- Published author, journalist, columnist and public relation/communication specialist.
- Coordinated the groundbreaking and new business grand and re-grand openings for local, regional and national retailers.
- Coordinated business meetings, forums, roundtable discussions, networking events and tours for 100+ corporate executives, legislators, business organization and academic leaders in the Mid-Atlantic region.

Education

- University of Alabama, Bachelor of Arts in Communication
- Central Michigan University, Masters of Public Administration
- International Council of Shopping Centers, Marketing I (Arizona State); Marketing II (Michigan State)
- Barney Fletcher School of Real Estate, Salesperson


Rehrig Pacific Company

November 19, 2008

Mrs. Jackson,

I want to express to you my sincere thanks for your efforts in making our corporate summer outing a success. The attention to detail and personal approach to our company's needs was evident at our event. It was certainly a pleasure working with you and we hope to use your services for future events.

Very sincerely yours,


Gina Hester
Office Manager

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QUALITY CONTAINERS FOR INDUSTRY SINCE 1913





**Rehrig Pacific Company
2008 Employee Appreciation Day**

Lawrenceville, Georgia

Team Building Activities

Face Painting for the Kids

Catered Lunch

Event Promotion





*The Georgia Association of Black Women Attorneys
25th Anniversary Gala*

July 15, 2006

GABWA gala honors elders



Georgia Association of Black Women Attorneys celebrates 25 years

1. Superior Court Judge Bensonette Tipton Lane (left) celebrated with GABWA President Kimberly M. Esmond. 2. Georgia Supreme Court Chief Justice and GABWA founding member Leah Ward Sears with Esmond. 3. Esmond (right) honored Barbara A. Harris, first woman to serve as chief judge of the Atlanta Municipal Court. 4. The state bar's Paula Frederick (left) with Cathy Cox. 5. Left to right: Suzanne W. Ockelberry, AG Thurbert E. Baker and Jacqueline Burn. 6. Jurists Penny Brown Reynolds, Myra H. Dixon and Gail Tusan



2006 Georgia Association of Black Women Attorneys (GABWA) 25th Anniversary Gala Honoring Founding Members including Chief Justice Leah Ward Sears

Atlanta, Georgia

Event Coordination

Sponsorship Package Design

Fundraising

Trophy Design & Graphic Arts

Entertainment (Jazz Violinist, Ken Ford)



**AG Armstrong
Development**

**2005 Birmingham
Village Shopping
Center
Groundbreaking
Ceremony**

Alpharetta, Georgia

Event Coordination

Venue & Entertainment
Selection

Entertainment
Selection

Catering





P. O. Box 370162
Birmingham, AL 35237-0162

October 21, 2002

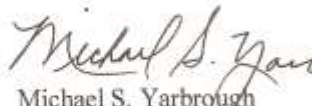
Aronov Realty Management, Inc.
c/o Mrs. Michelle Jackson
P.O. Box 28286
Birmingham, AL 35228

Dear Mrs. Jackson:

On behalf of the Birmingham Chapter of the American Association of Blacks in Energy (AABE), I would like to thank you for your expertise in helping me set-up the 2002 Energy Fair. Your knowledge of the mall and experience from other fairs were invaluable. Mrs. Jackson your assistance in our 2002 Energy Fair on October 12, 2002 at Western Hills Mall helped to make the event a great success.

I am looking forward to a long-lasting partnership with you in the future as AABE continues to inform and educate the public on energy related issues. If AABE can be of any assistance to you, please don't hesitate to contact us.

Sincerely,


Michael S. Yarbrough
Energy Fair Chairman

**Birmingham Chapter of the American
Association of Blacks in Energy (AABE)**

2002 Energy Fair

Venue Coordination

Set-up

Event Marketing

Energy fair



NEWS STAFF/STEVE BARNETTE

From left, Xavier Davis, Ronald Witherspoon and Shawn Williams check out an exhibit at an energy fair hosted Saturday in Western Hills Mall by the American Association of Blacks in Energy. Witherspoon and his friend Trennon Nickerson (not pictured) call themselves the Rocket Boys. They enjoy sharing their knowledge of space and rockets with youths.



December 11, 2001

To Whom It May Concern:

Over the past year, I have had the pleasure of working with Michelle Smith, the current Marketing Director of Western Hills Mall, on various projects with the mall and through different committees with the Fairfield Chamber of Commerce.

She is a very dedicated and well-organized individual. She was one of the main reasons for the success of the First Annual Chamber of Commerce New Membership Drive and Charity Auction. She sold all of the booths at the event herself.

She is also a very creative individual when it comes to organizing events for the mall. Every event that I have witnessed has been a success because of her creativity and her ability to work well with others.

If there is anything else that I may help you with, please feel free to call me at 290-5607.

Sincerely,

A handwritten signature in cursive script that reads "Catherine R. Gibbons".

Catherine R. Gibbons
Branch Manager- Western Hills

Fairfield Chamber of Commerce

**New Membership Drive & Celebrity Charity
Auction to Sponsor the American Cancer
Society & Kids One Transport**

Birmingham, Alabama

Event Coordination

Fundraising

Set up/Take down

Auction Item Solicitation

290-5607

Fax 205 326-7186