



Betty Alexander

You have a crackerjack marketing plan and a smart communications team ... but do you have a focused PR strategy? Are you prepared for the media in the event of a crisis? This PR maven has the know-how you need to grow business and manage hurdles.

Testimonials

"Great information—really practical."

—Ellen J. Toupe, *Outsources*

"I put the pitch letter that I developed in your class to work and [got] my boss profiled in our industry paper ... It was really exciting to see it all come together!"

—Peggy O'Connor, *Communications Manager for Association & Chamber Relations, U.S. Chamber of Commerce*

"Your seminar at IIDEX on getting your name in print was great. I have attended several seminars over the past few years and usually do not glean any information that I can apply. I can't say that about your seminar!"

—Megan, *Interior Designer*

"Thanks so much ... Your hands-on approach and outgoing personality really helped bring the message home. The response from your session has been overwhelming."

—Farah Kurji & Jenny Evans, *Presidents, CSSA, York University*

Betty Alexander is a public relations expert and the founder of Xposure PR, Inc. in Toronto, Ontario. This sought after consultant is also a speaker and trainer on all things related to PR. Using real business situations, Betty's programs encourage executives and communications personnel to truly think out-of-the-box and customized their solutions to individual challenges.

Betty is a results-focused professional. Her work has garnered acclaim from within a competitive profession. She has won awards and accolades from the International Association of Business Communicators (IABC) and Canadian Public Relations Society (CPRS).

Achieving measurable results supporting the client's business goals and marketing objective, is Betty's mission with every job. Since 1985, she has worked with numerous clients in the business-to-business marketplace, as well as consumer-focused companies, including Bell Canada, Microsoft Canada, Interac, Kraft Canada, Thomas J. Lipton, Oscar Mayer and Procter & Gamble.

Previously, Alexander was one of the founding directors of the Advanced Technology Practice at Hill and Knowlton, a large, multinational public relations firm. For a portion of her tenure at the agency, she was the director of the Consumer Division. She has also managed the PR Division at Panasonic.

Betty addresses a host of public relations and communications topics, including:

- Myths & Media Misconceptions
- Measuring the Effectiveness of Your Communication Strategy
- Managing Expectations of Crisis Management
- Building Your Company's Profile through the New Media
- Power Tools for Association Executives: Improving Association PR
- What Medium is the Right Message?
- Evaluating Media Relations
- Finding Interview Opportunities
- Developing Positioning Statements to Reflect Unique Benefits
- Minimizing and Averting Negative Press
- Quick Tips for Attracting Media Attention



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