

FINALISTS

THE
HOLMES
REPORT



2018 SABRE Awards North America finalists

The 2018 North America SABRE Awards shortlist includes around 300 campaigns, selected from among more than 2,000 entries in this year's competition, which recognizes Superior Achievement in Branding, Reputation and Engagement. The campaigns were evaluated by a **jury of industry leaders**.

The winners will be announced at the awards ceremony on May 1 at Cipriani 42nd Street in New York along with the Agencies of the Year. Tickets and tables will go on sale later this week.

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Sabre Awards Holmes Report

Juan-Carlos Molleda, Sarab Kochhar



Sabre Awards Holmes Report:

Disabled American Veterans ... National Convention Disabled American Veterans,2010 **Proceedings of the Disabled American Veterans 2010 National Convention, July 31-August 3, 2010, 111- 2 House Document 111-146**,2011 **National Convention Proceedings of the Disabled American Veterans** Disabled American Veterans. National Convention,2011 Proceedings of a convention held July 31 August 3 2010 in Atlanta Georgia **Global and Multicultural Public Relations** Juan-Carlos Molleda,Sarab Kochhar,2019-06-05 An overview of the practice of strategic global and multicultural public relations in various sectors Global and Multicultural Public Relations offers students an expert overview of specific public relations practices focused on strategic analyses of actual case studies and real world examples Emphasizing practice rather than theory this valuable resource explores innovative communication programs that are designed to address culturally diverse communities worldwide The five step strategic public relations process formative research planning implementation evaluation and stewardship is extensively examined and applied to a variety of scenarios helping students understand the reality of modern public relations practice All aspects of public relations practice including media relations government relations employee communications and shareholder relations are covered to help students gain solid foundational knowledge Broad in scope this textbook identifies and describes the strategy formulation and implementation process in private government non profit and various other sectors Academic and trade articles book chapters original case studies and new primary research offer students a realistic and sophisticated approach to global public relations Figures tables photographs and charts illustrate each topic while highlighted learning objectives and key points discussion questions and framed sections on ethical considerations and best practices strengthen student comprehension Employs a real world approach to public relations principles practices and strategies Focuses on global public relations rather than outdated nation centered models Fills a gap in current literature on multinational and multicultural public relations Explains the public relations strategies that are best suited for each sector Includes summary sections that contain suggested readings and supplemental online links Designed for upper level undergraduate and graduate students Global and Multicultural Public Relations is an ideal textbook for courses in international public relations global communication public relations management and multinational management as well as business political sciences and public administration **Eastern European Perspectives on the Development of Public Relations** T. Watson,2014-08-19 The National Perspectives on the Development of Public Relations Other Voices series is the first to offer an authentic world wide view of the history of public relations It features six books five of which cover continental and regional groups This second book in the series focuses on Eastern Europe **The Advertising Age Encyclopedia of Advertising** John McDonough,Karen Egolf,2015-06-18 For a full list of entries and contributors a generous selection of sample entries and more visit the The Advertising Age Encyclopedia of Advertising website Featuring nearly 600 extensively

illustrated entries The Advertising Age Encyclopedia of Advertising provides detailed historic surveys of the world's leading agencies and major advertisers as well as brand and market histories it also profiles the influential men and women in advertising overviews advertising in the major countries of the world covers important issues affecting the field and discusses the key aspects of methodology practice strategy and theory Also includes a color insert *Transmedia Marketing* Anne Zeiser, 2015-06-19 Transmedia Marketing From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing Its groundbreaking transmedia approach integrates storytelling and marketing content creation across multiple media platforms harnessing the power of audience to shape and promote your story Through success stories full color examples of effective marketing techniques in action and insight from top entertainment professionals Transmedia Marketing covers the fundamentals of a sound 21st century marketing and content plan You'll master the strategy behind conducting research identifying target audiences setting goals and branding your project And you'll learn first hand how to execute your plan's publicity events advertising trailers digital and interactive content and social media Transmedia Marketing enlivens these concepts with Hundreds of vibrant examples from across media platforms The Hunger Games Prometheus The Dark Knight Bachelorette The Lord of the Rings Despicable Me 2 Food Inc Breaking Bad House of Cards Downton Abbey Game of Thrones Top Chef Pok mon BioShock Infinite Minecraft Outlast Titanfall LEGO Marvel Super Heroes Halo 4 Lonelygirl15 Annoying Orange Real world advice from 45 leading industry writers directors producers composers distributors marketers publicists critics journalists attorneys and executives from markets festivals awards and guilds Powerful in depth case studies showcasing successful approaches A I Artificial Intelligence Mad Men Lizzie Bennet Diaries Here Comes Honey Boo Boo and Martin Scorsese Presents the Blues Extensive Web content at www.transmediamarketing.com featuring a primer on transmedia platforms film broadcast print games digital media and experiential media expanded case studies sample marketing plans and materials and exclusive interviews With Transmedia Marketing you'll be fully versed in the art of marketing film TV games and digital media and primed to write and achieve the winning plan for your next media project

Careers in Advertising and Public Relations WetFeet (Firm), 2008 Describes the work environments duties salaries advancement possibilities and educational requirements of careers in the advertising and public relations fields with profile of top agencies information industry trends and rankings advice on interviewing

Global Writing for Public Relations Arhlene A. Flowers, 2015-12-07 Global Writing for Public Relations Connecting in English with Stakeholders and Publics Worldwide provides multiple resources to help students and public relations practitioners learn best practices for writing in English to communicate and connect with a global marketplace Author Arhlene Flowers has created a new approach on writing for public relations by combining intercultural communication international public relations and effective public relations writing techniques Global Writing for Public Relations offers the following features Insight into the evolution of English language

communication in business and public relations as well as theoretical and political debates on global English and globalization An understanding of both a global thematic and customized local approach in creating public relations campaigns and written materials Strategic questions to help writers develop critical thinking skills and understand how to create meaningful communications materials for specific audiences Storytelling skills that help writers craft compelling content Real world global examples from diverse industries that illustrate creative solutions Step by step guidance on writing public relations materials with easy to follow templates to reach traditional and online media consumers and businesses Self evaluation and creative thinking exercises to improve cultural literacy grammar punctuation and editing skills for enhanced clarity and Supplemental online resources for educators and students English is the go to business language across the world and this book combines the author s experience training students and seasoned professionals in crafting public relations materials that resonate with global English language audiences It will help public relations students and practitioners become proficient and sophisticated writers with the ability to connect with diverse audiences worldwide *Health Industry Communication* Nancy J. Hicks,Christina M. Nicols,2016-03-01 The Second Edition of Health Industry Communication New Media New Methods New Message is a thorough revision fills a critical gap in the literature for communications students as well as students of health administration and public health Featuring best practices and case studies from notable practitioners the chapters offer a 360 degree view of the world of health communications from a business and promotions outlook as well as a look at special topics that impact health communicators

Social Media Analytics: Effective Tools for Building, Interpreting, and Using Metrics Marshall Sponder,2011-09-02 Align Strategy With Metrics Using Social Monitoring Best Practices Two or three years from now every public relations firm that wants to be taken seriously in the C suite and or a lead marketing role will have someone like Marshall in its senior leadership ranks a chief analytics officer responsible for ensuring that account leaders think more deeply about analytics and that thfirm works with the best available outside suppliers to integrate analytics appropriately Paul Holmes The Holmes Report Marshall has provided much needed discipline to our newest marketing frontier a territory full of outlaws medicine men dot com tumbleweeds and snake oil Ryan Rasmussen VP Research Z calo Group Marshall Sponder stands apart from the crowd with this work His case study approach borne of real world experience provides the expert and the amateur alike with bibliography tools links and examples to shortcut the path to bedrock successes This is a reference work for anyone who wants to explore the potential of social networks W Reid Cornwell Ph D Chief Scientist The Center for Internet Research Marshall is a solutions design genius of unparalleled knowledge and acumen and when he applies himself to the business of social media the result is a timely and important commentary on the state of research capabilities for social media Barry Fleming Director Analytics Insights WCG and Principal DharmaBuilt com About the Book Practically overnight social media has become a critical tool for every marketing objective from outreach and customer relations to branding and crisis management For the most part however the

data collected through social media is just that data. It usually seems to hold little or no meaning on which to base business decisions. But the meaning is there if you're applying the right systems and know how to use them. With Social Media Analytics you'll learn how to get supremely valuable information from this revolutionary new marketing tool. One of the most respected leaders in his field and a pioneer in Web analytics, Marshall Sponder shows how to Choose the best social media platforms for your needs. Set up the right processes to achieve your goals. Extract the hidden meaning from all the data you collect. Quantify your results and determine ROI. Filled with in depth case studies from a range of industries along with detailed reviews of several social monitoring platforms, Social Media Analytics takes you beyond up to date and leads you well into the future and far ahead of your competition. You will learn how to use the most sophisticated methods yet known to find customers, create relevant content and track it, mash up data from disparate sources and much more. Sponder concludes with an insightful look at where the field will likely be going during the next few years. Whether your social media marketing efforts are directed at B2B, B2C, C2C, nonprofit, corporate or public sector aims, take them to the next step with the techniques, strategies and methods in Social Media Analytics, the most in depth forward looking book on the subject.

Moscow under Construction Robert Argenbright, 2016-07-26. *Moscow under Construction* explores the growth of place based opposition to destructive redevelopment practices in Moscow and the consequent changes in city's governance regime. The groups of citizens discussed in this study have struggled to defend homes, neighborhoods, heritage buildings and historic districts and in the process they've built up civil society and advanced democratization. Heritage preservationists and other aggrieved Muscovites have organized themselves into initiative groups and social associations to protect specific places in the city and to influence the planning process and these place defenders have become more confident and capable as citizens. Their activities also have caused Moscow's city government to shift along the political spectrum away from highly authoritarian and opaque habits of ruling toward a more open and collaborative governance regime.

St. Louis Commerce Magazine, 2008-07

Leading Through the Turn: How a Journey Mindset Can Help Leaders Find Success and Significance Elise Mitchell, 2017-01-06. THE JOURNEY MATTERS AS MUCH AS THE DESTINATION. Scrap the map and go full throttle. Most leadership books tell you how to set and achieve goals. This one is different. This one is written by a communications leader who's as passionate about riding motorcycles as she is about running her business. Her name is Elise Mitchell and she wants to tell you about her journey from starting her own agency to building a world class brand to enjoying the ride along the way. But mostly she wants to talk to you about your journey. Ask yourself WHERE DO YOU WANT TO GO. Pick a destination. Not just for your career but for your life. Answer this HOW DO YOU PLAN TO GET THERE. Look at the road ahead. Then plot your course. But be prepared for some major twists, turns and detours. Most importantly ARE YOU ENJOYING THE JOURNEY. If not, maybe you need to throw away the map. Restart your engine. And get ready for the ride of your life. Whether you're just stepping into leadership, an accomplished leader seeking something more or simply stalled along the way, Mitchell

s refreshing approach to modern leadership will help you navigate the curves and pit stops on your own path to fulfillment You don t need a motorcycle You just need to get revved up for the road ahead **The Art of Leadership through Public Relations** Patrik Schober,2023-09-18 The book highlights the challenges that leaders in the field of public relations will face in the future and how to communicate effectively to achieve leadership success *Get Funded!: The Startup Entrepreneur's Guide to Seriously Successful Fundraising* John Biggs,Eric Villines,2020-09-08 From a TechCrunch founder and award winning strategist comes the most comprehensive guide to the newest fundraising options for today s entrepreneurs Fundraising for startups has changed dramatically in the past decade There was a time when VCs were rock stars and a founder with a big idea and a little drive could raise a few hundred thousand dollars to build a business But those days are gone In the aftermath of the Great Recession and a massive drop in tech investments it s become harder and harder for founders to raise money The good news Today s entrepreneurs have more options than ever before with greater opportunities to get the ball rolling get investors excited and Get Funded A comprehensive cutting edge guide from tech journalist and entrepreneur John Biggs and communication strategist Eric Villines Get Funded will enable you to Create a solid business plan and a powerful story that investors respond to Explore a wide range of funding options and find the ones that are right for you Understand valuation and dilution Plan prepare and deliver the perfect pitch Raise money through grants micro loans micro donations and crowdfunding Take advantage of the latest online resources and financial tools Filled with step by step strategies ready to use resources and on the ground insights this is a must read for every entrepreneur Even if you ve started a business before you ll discover a whole new funding landscape with exciting tech driven models including crowdfunding platforms like GoFundMe and Patreon cryptocurrencies like Bitcoin IEOs Initial Exchange Offerings micro loans and micro donations as well as more traditional tried and true methods Beyond a road map to the current world of funding Get Funded provides proven strategies for pitching marketing bootstrapping and more It s a complete 360 degree tool with easy to follow worksheets and online resources that will help you build a sustainable funding strategy that s right for your business and crucial to your success Whether you re starting a food truck or a biotech startup Get Funded has got you covered **Москва строящаяся. Градостроительство, протесты градозащитников и гражданское общество** Роберт Аргенбрайт,2022-11-14 PDF A4 **American Christmas Tree Journal** ,2006 National Youth Anti-drug Media Campaign United States. Congress. House. Committee on Government Reform. Subcommittee on Criminal Justice, Drug Policy, and Human Resources,2002 Міфи про PR Піч Лі,2022-03-06 PR PR PR PR PR

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