



For more information or to schedule a consultation for COMPASS™, please call 504.949.3999 or go to www.deveney.com.

COMPASS™



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"COMPASS HAS ENABLED US TO CREATE MARKETING COMMUNICATION ROAD MAPS FOR CLIENTS RANGING FROM HEALTHCARE ORGANIZATIONS TO GOVERNMENT AGENCIES TO BRAND LEADERS—MANY ACTIVE IN DIVERSE, WIDELY DISPERSED MARKETS."

JOHN DEVENEY
Founder and President
ABC, APR, Fellow PRSA, IABC Fellow

"The COMPASS program is one of the best I have seen in my 15 years as a PR practitioner."

Kelly Schulz
New Orleans Convention & Visitors Bureau

Humans operate on emotion. We develop loyalties. We become raving fans. From the teams we cheer for, to the musicians we love, to the brands we embrace. That's why, at the heart of any persuasive communication, companies must be able to speak one-on-one with the people they seek to influence.

But how do the great companies out there determine which human qualities will connect best with their target audiences so that their brands come to life? It doesn't happen by accident. It takes strategic analysis and planning.

THAT'S WHERE DEVENEY COMES IN.

We've systematized the process of communication, planning, analysis and strategy to achieve better solutions for our clients. We call it, COMPASS™.

Firmly grounded in research, our proprietary system allows companies to clearly define the real-market challenges and opportunities they can and must master. Participants examine established marketing goals, define target audiences, unify organizational vision, and direct strategies to turn goals into reality. COMPASS not only points the way to success. It provides companies with a blueprint to get there.

ONCE YOU ENGAGE DEVENEY, WHAT HAPPENS?

We know your day is already chock-full of meetings and important deadlines. Our goal at DEVENEY is to make it as easy as possible on you and your team. After your organization decides to push forward with COMPASS, our team of marketing experts will spring into action, spearheading the entire process. Our efforts will include four phases of implementation: Strategic Analysis, Planning, Synoptic Report, and Strategic Communication Action Plan.

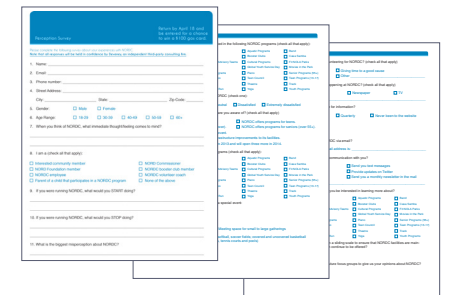
WHY PARTNER WITH DEVENEY?

Recently named *PR News'* Firm of the Year, DEVENEY is an internationally renowned, strategic marketing and communication firm. We are idea generators and result producers. Through analysis, we create roadmaps to success through integrated solutions for clients. DEVENEY has been recognized worldwide for its excellence in formulating and implementing strategies through advertising, public relations, media relations, digital marketing, content marketing, social media, community relations, government relations and crisis management.

FOUR PHASES OF COMPASS IMPLEMENTATION

1 PHASE 1: STRATEGIC ANALYSIS

- DEVENEY will develop and distribute an advanced questionnaire to session participants.
- DEVENEY will analyze results to leverage in planning discussions.
- DEVENEY will design the planning session based on your priorities and feedback received from the questionnaire, as well as any secondary research.



2 PHASE 2: PLANNING

- DEVENEY's experts will conduct an on-site, facilitated planning session with your internal and external stakeholders. The session will last approximately eight hours total and can be completed in one full day or two half days.
- DEVENEY will facilitate all activities, including identification, development and further refinement of:
 - Goals and objectives
 - Target audiences
 - Mission
 - Messaging platform
 - Inherent purpose
- DEVENEY will coordinate all meeting logistics.



3 PHASE 3: SYNOPTIC REPORT

- DEVENEY will compile and summarize insights garnered during the planning session.
- DEVENEY will distribute a synoptic report to session participants for review and future reference to stay on course.



4 PHASE 4: STRATEGIC COMMUNICATION ACTION PLAN

- DEVENEY will create and deliver a customized action plan and timeline with clear recommendations on the most effective ways to:
 - Create targeted audience awareness
 - Design an educational platform
 - Strengthen community partnerships
 - Explore new market entry and opportunities

