

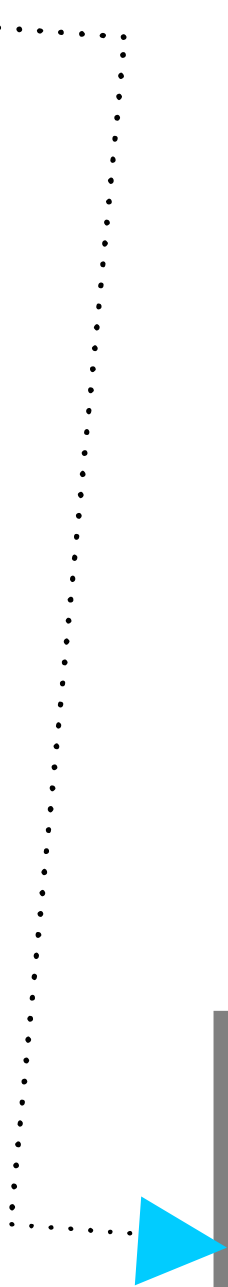
***PR and Marketing  
Communications***

Accredited by the Public Relations Society of America, Cindy Orlandi is the founder of CYNDOSURA and the 2003-2004 President of IABC/ Detroit, one of the largest chapters of the International Association of Business Communicators.

With an M.B.A. in Marketing and B.S. in Journalism, CYNDOSURA Principal Cindy offers businesses the assurance of a professional communicator.

Her experience includes work with Fortune 500 and Inc 500 companies, as well as early stage tech and non-profit organizations.

A contributing writer for Corp! magazine and the Monroe Business Journal, Cindy also is affiliated with the Monroe Marketing Group.



***CYNDOSURA***  
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***Cindy Orlandi, APR***  
***Founder and Principal***



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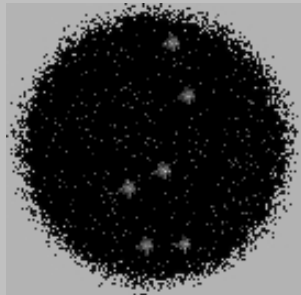
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# CYNDOSURA

Brilliant Communications

Change is the one constant in business. Public relations (PR) and marketing can help businesses to thrive not just survive. That's why the leaders who are best navigating that change look to PR and marketing professionals for the research, action, communication and evaluation that serve as a North Star as they transform their business.



Cindy Orlandi created the name CYNDOSURA from the word Cynosure, a noun meaning:

1. Something that strongly attracts attention by its brilliance;
2. Something serving for guidance;
3. The constellation of the Little Bear;
4. The Pole Star.

## Research

Opportunity identification — We begin by understanding the business and the value it brings to internal and external audiences.

Issue anticipation — We can be a liaison with key publics that provide an early warning of environmental factors important to long-term success.

Overcoming isolation — By studying the customer and other key audiences, we can help business better understand them so they will make better decisions.

## Action

Social responsibility — A business earns trust and PR can help a company build its reputation to enhance its success by reaching out to the community.

Influencing public policy — Coalition building helps remove political barriers. PR can help a business gain grassroots support by showing how it is acting in the public interest.

Change agency — We believe PR can provide for a smoother transition by helping stakeholders better understand the need for change.

Organizational motivation—We support an already strong corporate culture and can use PR to help build morale, teamwork and productivity. We show business leaders ways that they can encourage their employees to be PR ambassadors for their organizations.

## Communication

Awareness and information — Both advertising and publicity can pave the way for business sales and fundraising. They help leaders

differentiate their business from competitors and create a strong brand identity. Clear, consistent and compelling messages best help communicate the benefits to key audiences.

Crisis Management — PR can prepare a company to respond to attacks and thus help protect its position. Like successful businesses, good public relations can be depended on in the long run.

## Evaluation

There are many ways to measure the effectiveness of a company's PR and marketing campaigns.

In the short term, some may focus on the media "buzz" as well as the relationships built with key audiences. In the long term, business leaders also monitor the increase in sales, capital generated and other ways in which PR and marketing help achieve business objectives.

What's more, a recent study for the International Association of Business Communicators found that organizational trust is strongly related to profits, innovation, successful business as well as organizational survival.



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