CASE STUDY

A Nonprofit Gets Noticed By *Telling More Meaningful Stories*

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PROBLEM

A nonprofit known for highlighting the work of often unseen and uncelebrated artists wanted to secure media coverage of its annual Miami Art Week events.

TBPR knew the key to coverage was a different approach that would allow the nonprofit to both secure media coverage now and, importantly, position it strategically for future funding, partnership and support opportunities beyond a single event.

SOLUTION

Rather than create event talking points and "moment-in-time" media pitches, ThinkBeyond led the CEO through a VIP strategy session centered on both the organization as a whole and the event to develop a messaging approach that would accomplish the following:

- ☑ **Communicate the nonprofit's unique "why"**
- ☑ **Tell a broader story of impact with longer legs beyond the famed art week**
- ☑ **Engage the artists, designers and chefs spotlighted to help tell why the work mattered**
- ☑ **Appeal to a wider range of media beyond arts organizations**



The VIP session provided an opportunity for the CEO to break from the frenetic pace of event management and to instead engage in the thoughtful, focused process needed to so that truly impactful, meaningful stories could emerge.



RESULT

Local, regional and national media coverage (newspapers, magazines and television, along with the digital versions of each) centered on the bigger story of the organization's mission, not just the events. **The organization can now tell a bigger story of impact in all of its communications.**

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