

Goldstein

SPEAKING



**PUBLIC RELATIONS EXPERT
PROFESSOR OF INTERNET
MARKETING**

MEDIA KIT EDITION

VIEWPOINTS

As a **former fire fighter**, Bree entered the world of public relations differently than her contemporaries. She has challenged the “smoked and mirrors” culture, bringing **transparency to the industry**. Her forward thinking practices push the boundaries of how strategies are reported and measured.

Bree runs **Publicly Related**, a boutique socially connected public relations marketing agency. Bree’s belief that public relations should be better understood by small business owners prompted her to co-author **The PR Blueprint**, a book that walks a public relations novice through garnering media exposure.

As a professor at the country’s second largest university, the **University of Central Florida**, Bree is often asked to share her lectures in other classes, colleges and to professional groups. She feels honored to be a **guest presenter and key note speaker**, teaching others how to earn media for their own companies.



Who is Bree Goldstein?

A business owner, loving wife and dog rescue foster parent, Bree enjoys spending time with family, outdoors, and on her bicycle. Having run with the bulls, played with lion cubs and been nose to nose with a great white shark in Africa, Bree’s adventurous side comes out during her extensive travels.

With a foundation as a member of the civil air patrol, Bree now gives back to her community by volunteering PR work for the Commission on Homelessness, and as an alumnus representative her undergraduate and graduate alma maters Dickinson College and the University of Chicago.

BEHIND THE SCENES

AMERICA'S PUBLIC RELATIONS EXPERT

Professional Accomplishments

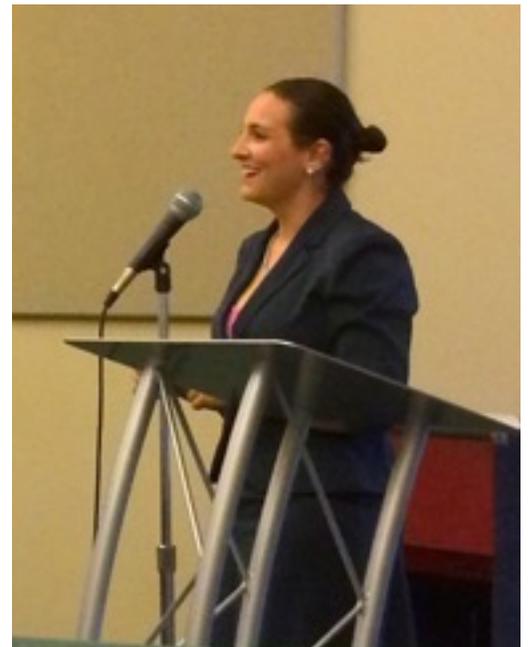
- Principal of Publicly Related, a leading public relations agency, built on a foundation of transparency
- Founder of UpDog, a mobile review platform with greater reach than Yelp and Trip Advisor
- Nominated by her students for the Most Transformative Moment Award



TALKING POINTS

Topics you can ask Bree about:

- Goal Setting
- Media Relations
- Entrepreneurship
- Garnering Free Media
- Hyper Local Optimization
- Measuring ROI for Social Media
- Building Value Through Exposure

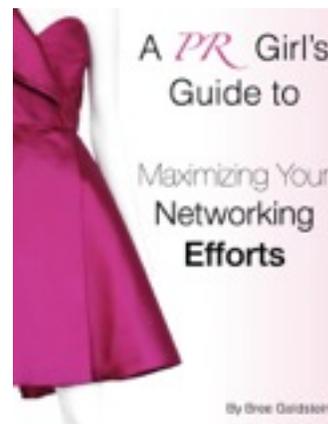


MUST READS



The PR Blueprint

Geared toward business leaders and marketing directors, yet accessible enough for novices, The PR Blueprint delivers actionable steps to generate free media exposure for a business, person or event. The book covers everything from formulating an idea to contacting reporters, to publicizing publicity.



A PR Girl's Guide to Maximizing Your Networking Efforts

Packed with tips to join conversations, get out of uncomfortable interactions, and meet key people, A PR Girl's Guide to Maximizing Your Networking Efforts teaches entrepreneurs, students and leaders how to work a room. Key take aways include strategies for preparation for the event and follow-up from it.

Maximize Your Marketing With Public Relations: Understanding SEC Regulations



Written for financial advisors and their marketing managers, this white paper will teach you about the regulations and how to develop and deliver marketing collateral and communications within even the most strict rules. It has been called “the best purchase of the year” since it clearly explains effective marketing strategies that are approved by the SEC.

Even the most seasoned marketing managers need a refresher, and they need to trust their public relations partners understand the regulations prior to engaging, which is why marketing companies and advisory firms refer to the white paper over and over.

BREE IN THE NEWS & COMMUNITY

Recent Appearances

CBS

Fox News

ABC News

NBC News

News 13 Orlando

Central Florida Future

Blackstone Launch Pad

Orlando Business Journal

National Entrepreneur Center

Small Business Development Center

Bree's presentation opened my eyes to how to **increase my firm's value and recognition**. She gave me actionable steps and left me with **information I can use**. I feel more confident using LinkedIn, too! My colleagues and I can't wait to hear her again!

Julie Goodrich, CMO

Jones, Kelley and Ture

BOOKING BREE

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