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

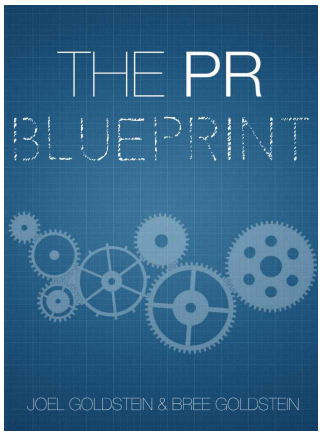
- Principal of Publicly Related, a leading public relations agency, built on a foundation of transparency
- Founder of UpDog, a mobile review platform with greater reach than Yelp and Trip Advisor
- Nominated by her students for the Most Transformative Moment Award

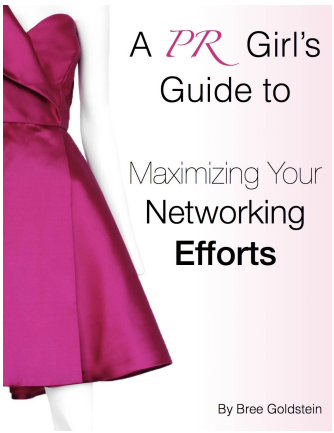
TALKING POINTS

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

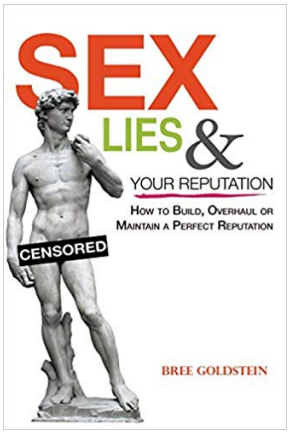
MAXIMIZE YOUR MARKETING WITH PUBLIC RELATIONS: UNDERSTANDING SEC REGULATIONS

"Financial Advisers And Advisory Firms Are Not Permitted To Provide Opinions, Advice, Analyses In Their Advertising"

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.

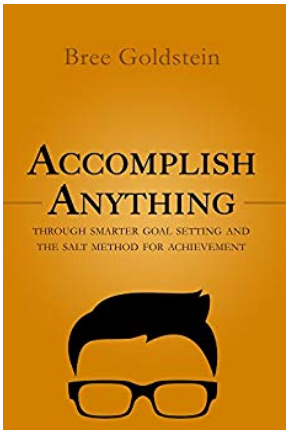
Even the most seasoned marketing managers need a refresher, and they need to trust their public relations partners understand the regulations prior to engaging, which is why marketing companies and advisory firms refer to the white paper over and over.

MUST READS



Sex Lies & Your Reputation

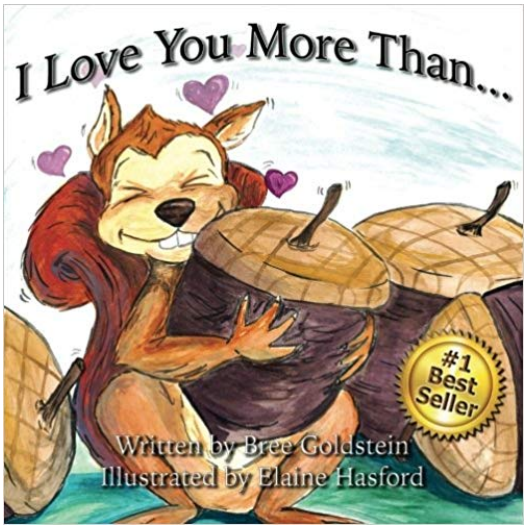
Your online reputation is more critical than ever. Society places a premium on digital content. It is crucial that your content is aligned with your brand. This book will teach you about your own online reputation. You will learn how to create and manage an online reputation.



Accomplish Anything

Through Smarter Goal Setting and the Salt Method for Achievement

As the world becomes more complicated and there are more distractions, systems are the best way to simplify and focus your energy. Learn two of these systems that will become building blocks for goal setting and accomplishment of those goals.



I Love You More Than…

An international best seller, this was written for you to express your love in an easy-to-understand book filled with colorful pictures. Read the book as is, or personalize it by adding your loved one's photo at the end. Great for children, as well as adults.

MUST SEE

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

Bree Goldstein

Bree@BreeGoldstein.com

Business Phone: 407-545-6013
Direct Phone: 847-989-3008
http://BreeGoldstein.com

Main Office
381 S Central Ave, Oviedo, FL 32765

Phone: (407) 545-6013

Speaking Requests: Speakers@PubliclyRelated.com
Media Requests: Media@PubliclyRelated.com