

Erica Biroonak's Portfolio

PR CAMPAIGN

Social Media Strategy BBB Event

OBJECTIVES

- To gain awareness of All In PR in the Charlotte area
 - Encourage networking between professionals that attend
 - Raise money for charitable foundations
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TACTICS

Twitter

- Add A1-A14 to daily Twitter reports via BBB Event Calendar
- Consistently use event hash tags and twitter handles, along with other generally relevant hash tags to promote awareness (#BendsBubblyBrunch, #BBB2K14, #YOGACLT, @AIPR @ALWZbelieveinc)
- Interact with and retweet BBB Key Influencers March 29- June 1
- Live tweet with Key Influencers and attendees during brunch portion of event to create Twitter buzz
- Track and retweet posts that use hash tags and handles associated with BBB Event

Facebook

- Add B1-B5 to daily Facebook reports via the BBB Event Calendar March 29- June 1
- Cross reference twitter activity relating to BBB event in daily Facebook posts
- Post related articles and news clips on AIPR & Always Believe Facebook feed

Instagram

- Add C1-C4 Instagram Reports via the BBB Event Calendar April 7-June 1
- Cross reference twitter activity relating to BBB event in daily Instagram posts
- Post related pictures to Instagram

LinkedIn

- Add D1 & D2 to LinkedIn Reports via the BBB Event Calendar April 7-June 1
 - Cross reference all social media outlets relating to BBB event
 - Post Media Alert and Press Release
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STRATEGY GOAL/BENCHMARKS

To enjoy a rise in twitter popularity 05/15-06/1 due to event buzz. All In PR followers are growing at steady yet slow pace. Event buzz and popularity should increase flow of followers as well as Twitter interaction and popularity.

Increase name ID of All In PR on Twitter. Currently, All in PR and #AIPR generates very weak hits on Twitter. The aforementioned Twitter tactics should increase All In PR's name ID among their Twitter fellowship and other external networks.

Establish a minimum of five mentions/retweets among the various BBB Key Influencers and sponsors via Twitter or Facebook.

Key Influencers are distinguished organizers, radio personalities, Panthers cheerleaders as well as pro-athletes.

This select group of influencers were selected due to their current new and traditional media presence as well as their overall name recognition.

Sample Post

Section A

1. [5/22]10 Days Until the Bends Bubbly and Brunch Event! You don't want to miss this! #BendsBubblyBrunch, #BBB2K14 #CLThealth # @704eventsdotcom
2. [3/28]Are you trying to find time to squeeze fitness into your schedule? Come out to the #BendsBubblyBrunch event. #CLThealth #AIPR #ALWZbelieveInc @704eventsdotcom
3. [5/23]9 Days Until the Bends Bubbly and Brunch Event! You don't want to miss this! #BendsBubblyBrunch, #BBB2K14 #CLThealth #AIPR #ALWZbelieveInc @704eventsdotcom
4. [3/29] Health advocates, Yoga Enthusiast, Lovers of Champagne and Networking. We have an event for you. #BendsBubblyBrunch #BBB2K14 #CLThealth #AIPR #ALWZbelieveInc
5. [5/24]8 Days Until the Bends Bubbly and Brunch Event! You don't want to miss this! #BendsBubblyBrunch, #BBB2K14 #CLThealth #AIPR #ALWZbelieveInc @704eventsdotcom
6. [3/31]Health advocates, Yoga Enthusiast, Lovers of Champagne and Networking. We have an event for you. #BendsBubblyBrunch #BBB2K14 #CLThealth #AIPR #ALWZbelieveInc
7. [6/1]TODAY IS THE DAY! Bends Bubbly and Brunch Event will begin shortly! You don't want to miss this! #BendsBubblyBrunch, #BBB2K14 #CLThealth @704eventsdotcom

Tweets will be recycled. Countdown tweets can be reused with different dates starting in April.

Section B

1. **BEND, STRETCH SIP!**
AIPR & Always Believe, have an event to satisfy your fitness needs. Come out and enjoy bottomless mimosas, yoga, and a healthy brunch while interacting with local celebs and professionals. Stay connected for more info @ALWYZbelieveinc
2. **GET READY!**
The three B's are coming to you. Bends, Bubbles and Brunch. Don't miss out on a chance to exercise and network in style. #BBB2k14
3. **LOCAL CELEBS!**
Panther's players & Cheerleaders, NBA superstar @MuggsyBogues, Radio Personalities and many more. Will all be in the building for the #BendsBubblesBrunch event. Come out and interact. For details stay connected. @AllinPR @ALWZBelieveInc #BBB2k14
4. **CHARLOTTE AREA!**
All In PR alongside Always Believe Inc. will be hosting just the event for you, #BendsBubblesBrunch. Fitness, Cocktails, and Brunch, and a chance to interact with local celebs, definitely something you don't want to miss.

Section C

1. BBB Flyer
2. BBB Media Alert

Section D

1. Media Alert
2. Press Release

Key Influencers

Muggsy Bogues	NBA Legend; Founder of Always Believe	@therealmuggsy
Wendys	Healthy Food; Partner in BBB Event	@Wendys
Always Believe	Nonprofit Organization	@ALWZBelieve
Thomas Davis	Carolina Panthers Player	@td58
Irene	Yoga Guru (#Backbendmadness2014)	@fitqueenirene
Liquido Active	Yoga/Fitness (Instagram)	@liquidoactive
Panera Bread	Healthy Food	@panerabread
Smoothie King	Nutritious Smoothies	@smoothieking
Kino Macgregor	Yoga Guru (Instagram)	@kinoyoga
Kashi Foods	Healthy Foods	@kashifoods
Charlotte Yoga Club	Yoga Club	@charlotteyoga

Sponsors

Earth fare Charlotte
The wright touch
Urbane Collective
Always Believe
Muggsy Bogues
The Dave Thomas Foundation
Crowne Plaza
Korbel Charlotte
RedBull Charlotte
MetroFitness
EnlightenYoga
Charlotte Fashion Guild
Milestone Productions

Notable HashTags

#CLThealh #Yoga #CleanLiving #BBB #CLTYoga

Press Release

Immediate Release:	Contact:
May 19, 2014	Erica Biroonak Erica@allinpr.com 202 660 8300

The Crowne Plaza Hotel Executive Park to Host Charity Yoga Brunch for Charlotte's Always Believe Inc. and the Dave Thomas Foundation for Adoption
Bends, Brunch, and Bubbly, a five-star brunch event complete with unlimited bubbly and a mini yoga session, opens online RSVPs to the public thru Friday, May 23

Charlotte, NC – The Crowne Hotel Executive Park is hosting a charitable brunch for local business leaders and young professionals to feature a celebrity yoga session on Sunday June 1st at 11AM. Bends, Brunch, & Bubbly is sponsored by:

<ul style="list-style-type: none">• Earth Fare Healthy Markets• Pepsi Bottling Services• Korbel California Champagne• Red Bull•Wilkinson Property Management	<ul style="list-style-type: none">• EAT.WORK.PLAY.• Urbane Collective• The Wright Touch• 96.1 FM – Charlotte The Beat• Dick Sporting Goods
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Aimed at inspiring an active lifestyle and giving back, all while connecting Charlotte business leaders, Bends, Brunch, & Bubbly is opening ticketing to the public, online at <http://www.BBBCLT.eventbrite.com>. General admission costs \$45, guest to receive special natural goodies from Earth Fare, Dick Sporting Goods and will enjoy celebrity appearances by NBA legend Muggsy Bogues, Carolina Panther Byron Bell, Miss SC 2013 and Ace & TJ Show's Lindsay Gladden and the Red Bull wings team.

Coordinated by NBA Heiress and All In PR owner, Brittney Bogues, Bends, Brunch, and Bubbly will take place June 1, 2014, from eleven o'clock in the morning until three o'clock in the afternoon at the Crowne Hotel Executive Park. Inspired by her father's philanthropic endeavors and Brittney's transformational 30 lb weight loss journey through healthy eating, exercise and yoga, the event will kick off with a mini yoga session. "My dad has always been my inspiration for all that he does in the community. Plus yoga is the best defense to aging and stress making it my top beauty secret," Says Brittney. All In PR is proud to host this fun charity and networking event, as well as the chance to contribute to Charlotte's growing social scene.

Limited tickets are available, and attendees are encouraged to learn more about the event at <http://www.allinpr.com>. For exclusive interviews and press passes please contact Erica Biroonak Erica@allinpr.com.

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MEDIA ALERT EMAIL PITCH

Hello <<First Name>>,

I would like to reach out to find if I may secure tickets for your attendance to Bends, Brunch, and Bubbly. A charitable yoga brunch event featuring NBA legend Muggsy Bogues, Carolina Panther Byron Bell, and Ace & TJ Show's Lindsay Gladden.

In addition to accepting your RSVP, my office is also coordinating pre-event coverage via one-on-one interviews.

This Yoga Charity event is inspired by our CEO. Our CEO Brittney Bogues, daughter of former NBA player, Muggsy Bogues, has recently lost 30 pounds through healthy eating and yoga classes and wanted to create this great event to inspire others while giving back to the community.

Health is the barometer of life, so this charitable event will be held at the Crowne Plaza Executive Park Hotel on Sunday, June 1 from 11AM till 3PM raising proceeds for [Always Believe Inc](#) & [The Dave Thomas Foundation for Adoption](#). More than 200 professionals in Charlotte are expected to attend and join in the fun mini yoga session and bottomless brunch.

I will be following up with your office soon however please contact me directly to secure your press passes. Please find the attached media alert and feel free to suggest ways for this event to better fit your outlet. I look forward to being in touch.

Best,

Erica Biroonak

Media Alert

Immediate Release:

April 29, 2014

Contact:

Erica Biroonak
Erica@allinpr.com
704 280 9842

****Media Alert****

All In PR and The Crowne Hotel of Charlotte to Host Charity Yoga Brunch for Charlotte Professionals

Five-star brunch complete with unlimited bubbly and a celebrity yoga session in support of Always Believe Foundation and the Dave Thomas Foundation for Adoption

WHAT All In PR and The Crowne Hotel of Charlotte have partnered to host an exclusive event for business leaders that will feature a celebrity yoga session. Bends, Brunch, & Bubbly is a charity event that will include yoga, bottomless bubbly, and a delicious brunch. Aimed at inspiring an active lifestyle while connecting business leaders, Bends, Brunch, & Bubbly will also raise proceeds for the Always Believe Foundation & The Dave Thomas Foundation for Adoption.

General Admission: \$45

RSVP Online: www.allinpr.com

For those who buy tickets they will be entered in to win a \$50 gift certificate to Dick's Sporting Goods.

WHEN Sunday, June 1, 2014 @ 11AM - 3PM

WHERE Crowne Plaza Executive Park of Charlotte, NC
5700 Westpark Drive

WHO

- NBA legend, Muggsy Bogues
- Carolina Panther, Byron Bell
- Ace & TJ Show's Lindsay Gladden

WHY Proceeds to support Always Believe Inc. & The Dave Thomas Foundation while promoting active lifestyles with a fun twist. Businesses looking to get involved through sponsorship can do so by contacting Brittney@allinpr.com

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Press Release

Immediate Release:
August 12th,
2013

Erica Biroonak

feeddc@hotmail.com



#Feed DC's Backpack Drive August 24th At Rose Bar DC For the kids at Martin Luther King Jr. Elementary School

(Washington) - #FeedDC looks to give back right in our backyard and *Martin Luther King Jr. Elementary* is a more than a deserving school who is committed to their students. On Saturday, **August 24th at 4:00 p.m.** at **Rose Bar DC** (1215 Connecticut Ave NW) we will be collecting backpacks and donations for **450 kids**. With the help from the community, the students' educational experience will be greatly enriched and will provide a stable foundation for their future endeavors and studies.

The kids at *Martin Luther King Jr. Elementary* school located in S.E. D.C. are full of light. We are incredibly impressed with their passion from dedicated teachers, great classroom atmosphere and overall sense of unity within its community. Unfortunately, many students attending this school are underprivileged and some without homes. These students attend school deprived of critical tools needed for their success: backpacks to basic school supplies. Thus, providing the students a certain consistency will trigger academic success. We hope the community as a whole can help us reach our goal of handing out **450** backpacks.



“These kids are my babies, and I see how inspired they are to learn with the minimal materials we can offer them. Feed DC choosing us to help means a lot to the success of these kids,”
Martin Luther King Jr. Elementary Principal.

In addition, the principal will then put together an assembly with all 450 students on Friday, September 6th so we can hand out the backpacks.

#FeedDC started with a small group of friends with one intention to give back to the city that helped shape our lives. The motto is no act of kindness is too small and from that, we began with making sandwiches to bagging toiletries and then putting together events to raise awareness for our community. Our goal is to inspire others to come together to

create a positive change and spread hope. The movement is empowering and we hope you join us.

Donations can be made at www.feeddc.wordpress.com

For more information, please visit www.feeddc.wordpress.com or contact Erica Biroonak, Co-Founder of Feed DC 202-660-8300 feeddc@hotmail.com.

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Press Hits

WJLA ABC 7 Newscast on #FeedDC MLK Elementary “Back to School” Donation

