

OVERVIEW — PUBLIC AFFAIRS

ABOUT SCHNEIDER ASSOCIATES

Founded in 1980, Schneider Associates is an independent public relations and marketing communications firm headquartered in Boston. Recognized as a leader in conducting innovative, multi-faceted launches for products, services, companies and communities, Schneider Associates helps clients create and sustain visibility in an increasingly crowded and competitive marketplace.

That's the short form.

What you really need to know about us is how we approach your business, and prevent you from ending up on page 10 of Google.

We've turned the one-dimensional, let's-see-how-many-press-clippings-we-can-get business model into a sophisticated marketing communications industry that crosses all kinds of barriers, both technological and generational. Don't get us wrong, media relations is the bedrock of all our campaigns, but today, there are so many more ways to deliver your messages beyond traditional media. We like exploring new media territories – and you will too when you see the results.

Whether we're launching new products, services, companies or communities, handling a crisis or orchestrating a special event, our motto is 'give us a piece of business, you'll see what we can do - and then you'll give us more.'

And the beauty of this approach is that our client's businesses keep growing. How cool is that?



WORLD.COM PUBLIC RELATIONS GROUP

WORLD.COM Public Relations Group is the world's leading network of independently owned public relations counseling firms, located in almost 100 cities, 50 countries and on six continents. As a WorldCom Partner, we offer our clients national and international presence and clout – benefiting from our partners' local knowledge and global experience.

www.WorldcomGroup.com

ABOUT PUBLIC AFFAIRS

At Schneider Associates, we define public affairs as anything that impacts public opinion and drives desired behavior. That covers a lot of territory, especially in today's complex communications world where mistakes can create crisis situations instantaneously.

Whether you're seeking public support for a new shovel ready real estate project, presenting your case to government officials or positioning your company as a good corporate citizen, Schneider Associates can help. We have the knowledge and community relations acumen to provide information, shape the debate through our "Get Out the Vote" campaigns and build the required community support.

Our experience includes some of the largest real estate projects in New England - as well as some of the most innovative. From large-scale, mixed-use destinations to world-class biotechnology campuses and luxury residential communities, SA's Community Launch process successfully positions real estate projects from the permitting phase to occupancy and beyond. Our process creates a dialogue among constituencies, establishes common ground, maintains connectivity to all involved parties and develops solutions that win the hearts and minds of all audiences. Or, at least, a solution that everyone can live with.

PUBLIC AFFAIRS SERVICES

Our professionals have diverse skill sets and educational backgrounds, as well as expertise in a variety of public affairs disciplines. With our integrated approach and strategic perspective, we can help you reach your goals.

- Reputation Management
- Grass Roots Mobilization
- Social Marketing
- Public Education
- Crisis Management
- Community Relations
- Surveys and Polling
- Media Relations
- Media Training
- Government Relations
- Litigation Support
- Coalition Building
- Special Events

COMMUNITY LAUNCH

Community Launch is our proven process for successfully positioning real estate projects from the permitting phase to occupancy and beyond. We've partnered with dozens of Boston area development teams to build consensus among key stakeholders, secure local and state permit approvals and successfully market projects to prospective tenants and buyers.



The Community Launch process consists of five key phases: Develop Vision, Build Support, Secure Approval, Launch Community and Engage Consumers. Over the years, our Community Launch process has achieved a proven record of success for a broad range of clients and communities.

The name and brand around Community Launch is new, but the process on which it is based has been evolving for almost a decade. Community Launch has helped bring malls, lifestyle centers, town squares and office parks to life in cities and towns across Massachusetts. Our public affairs team has successfully permitted 97 percent of the projects it has taken to Town Meeting or before other regulatory authorities.



CONTACT US

We look forward to talking to you about how Schneider Associates can help your company or project stand out in today's crowded marketplace. It's what we do – and love.

If you would like to learn more about our Public Affairs services, please contact Phil Pennellatore, EVP/Partner at:

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