

PRESS-AS-A-SERVICE

Inspire your industry and advance your brand. Make an impact by sharing your personal story of success.

Established leaders, mentors, and innovators rarely have the forum to share their knowledge in a truly consequential manner. Between budgetary and resource restraints, lack of skill-sets, and a disconnect with the marketplace, it is difficult to express meaningful substance amongst today's deluge of noise.

Trace3 will empower you to enlighten and inspire your organization and the industry at-large through your individual success story. In order to effectively accomplish this goal, we have partnered with select industry leaders like Lumina Communications, a global full-service, strategic communications and public relations firm.

Through Trace3's Press-as-a-Service personalized sessions, you have the opportunity to share your unique experiences and strategies with both our Innovation Team and Lumina's connected professionals.

Once your message is crafted, our public relations team will mine for content that garners industry interest, then shop these ideas to top media outlets, providing you the broad access worthy of your narrative. It lets you communicate your experience to the benefit of others, while expanding your personal network, communicating your company brand, and facilitating growth platforms to acquire top tier talent.

What to Expect

In an initial 30 minute phone call:

- Share your personal and/or professional story.
- Determine the best way to market your message and brand.
- Reveal yourself wide as a leader, mentor, and innovator.
- Use your experience to support both your company and your industry.

Join us in sharing the differences you've made, and realize the benefits that will help you and others forward.

You are a leader, mentor, and innovator, fueling the growth of your company and inspiring those you touch. Trace3 recognizes the significance of your achievements and wants to help share your story.

Example Media Outlets

The Trace3 Innovation Team partners with respected entities like Lumina Communications to carry out your initial phone call, listen to and highlight important areas of your story, write the media piece based on your experience, and then query media outlets to expand your network and communicate your brand.

Here are some examples of possible media outlets:



Forbes

NETWORKWORLD®

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THE WALL STREET JOURNAL.