

Professional Conference

Weekly Report 19

1/28 - 2/3

This past week, my focus revolved around what was learned from my mentor visit and how my assignment from my mentor would help me with choosing my final product.

During my mentor visit Mr. Gross introduced me to Bree Binder, who is the new marketing specialist that was hired by Mr. Gross in order to expand Strategic Value Partners' client base. We previously discussed attempting to involve me in learning about the process of meeting clients all the way to making them sign an official contract, and Ms. Binder suggested that a good way for me to learn about this marketing aspect of business would be for me to find journalists that would be possible options for publishing a press release for Strategic Value Partners. By learning more about the marketing aspect of consulting, it would enable me the chance to possibly find a final product that incorporates marketing as well as finance instead of only one main aspect.

Finding possible journalists that would be able to publish a press release is a challenge because you must find a journalist that specializes in business and is willing to utilize a company's press release. Also, they must have enough experience and connections to actually make an impact to your advertising, but then you must also produce a thorough, intriguing press release that the journalist can assist with and the audience will find value from.