

Through full-service public relations, Live Wire elevated the profile of the McDonough School of Business, positioned its faculty as national thought leaders, and helped raise the school's ranking in *U.S. News and World Report*.

Live Wire Media Relations, LLC
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In today's 24-hour news environment, business leaders understand that the media has greater reach and more power to affect their success than ever before. With fierce competition among top-tier institutions, it is critical that a Business School leverage every asset at its disposal to strengthen its brand year-round, to protect its reputation during a crisis, and to position the school for success now and in the future. It takes experience and a powerhouse of talent to navigate today's challenging media environment. Top-tier institutions like Georgetown's McDonough School of Business understand the value of working with a public relations firm like Live Wire, whose talent and expertise delivered a comprehensive communications strategy to accomplish its objectives.

PR Campaign Objectives

Live Wire engaged in a series of discovery sessions with the Office of the Dean at the McDonough School of Business to gain an in-depth understanding of the school's brand, key messages, market position, current communications activities, and institutional goals. Live Wire then analyzed and synthesized that information and worked with the Office of the Dean to define the following PR objectives:

- Reposition the McDonough School of Business as a premier business school located in the nation's capital and as a thought leader across several industries, including finance, business, federal regulation, international trade, and branding;
- Elevate the McDonough School of Business' ranking in major publications, including Businessweek, Financial Times and U.S. News and World Report;
- Reinforce the competitive advantages of the McDonough School of Business, including the Georgetown-ESADE Executive MBA Program (GEMBA);
- Feature the McDonough School of Business' spectacular new \$83 million state-of-the-art Rafik B. Hariri Building; and,
- Maximize visibility for the McDonough School of Business by capitalizing on faculty expertise, current market trends, and innovations in education to earn high-level media placements.

Campaign Strategies

Based on a comprehensive analysis of the McDonough School of Business and its competitors, Live Wire recommended the following strategies to accomplish the defined PR objectives:

- Research and secure high-value speaking engagements and executive visibility opportunities for McDonough School of Business faculty and administrators;
- Develop a trained cadre of McDonough School of Business professors to offer to print and broadcast media as expert commentators on key issues of the day; and,
- Proactively engage reporters, editors and producers at top-tier media outlets to secure high-level, high-value print and broadcast media coverage.

"Chryssa Zizos delivers on her promises. She came to me almost two years ago with a plan to increase the visibility of the school's faculty. Within the first month of doing business with her, she produced remarkable results and continues to deliver. She has become a valuable member of our team."

— George Daly, Dean,
Georgetown University
McDonough School of Business

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Campaign Tactics

Live Wire developed and implemented a comprehensive strategic public relations campaign for the McDonough School of Business:

Strategic Public Relations Counsel

Throughout Live Wire's relationship with the McDonough School of Business, we brought to bear decades of collective public relations expertise and provided leaders at the school strategic counsel on all aspects of public relations, from message development, to brand enhancement, to strategic positioning, to tactical implementation. We have served as trusted advisers to the former and current dean and guided them in developing their objectives for and messaging about the school.

Media Training and Placement of Expert Commentators

Through our comprehensive and cutting-edge media training and placement program, Live Wire helped the McDonough School of Business offered 15 sessions to develop a trained cadre of professors to offer to print and broadcast media as expert commentators on key issues of the day, leveraging their expertise and reputations to strengthen the Business School's brand and enhance its national rankings. After researching and analyzing current business trends, Live Wire pursued editorial, news interview, and speaking opportunities that enabled McDonough School of Business professors to share their knowledge and expertise and demonstrate their thought leadership to a variety of target audiences.

Persuasive Selling and Presentation Skills Training

Just as businesses must recruit top employees to rise above the competition, Business Schools must recruit elite students to sustain and strengthen their reputations as top-tier institutions. Live Wire's 10 sessions of persuasive selling and presentation skills training empowered admissions officers to better connect with these elite students and strengthen recruitment.

Campaign Results

Live Wire delivered the following results for the McDonough School of Business:

- Increased McDonough School of Business' media coverage relative to its competitors by **50 percent**, and spurred a **33 percent increase** in McDonough School of Business' overall media mindshare;
- Secured more than 300 hundred interviews resulting in more than 275 media placements generating **631 million net media impressions** to date and increasing the school's media coverage by about **200 percent** since 2008.
- McDonough School of Business professors were cited as expert commentators in **major national media outlets**, including *Wall Street Journal*, *Associated Press*, *Forbes*, *Time*, *Business Week*, *SmartMoney*, *Fox News*, *CNBC*, *Financial Times*;
- **Increased student enrollment**, ranking McDonough School of Business the top Executive MBA program in Washington, D.C., (*Washington Business Journal*) and increased *U.S. News and World Report* ranking, breaking into the **Top 25 Best Graduate Business Schools**;
- Created a Speaker's Bureau to bring in **high-profile guest speakers**, such as Richard Branson, which elevated the McDonough School of Business brand within the business and political community;
- **Raised the profile of the McDonough School of Business**, allowing it to be selected to ring the closing bell for the New York Stock Exchange.

