



BZB Public Relations & Marketing Consultants

www.bzbinternational.com



ABOUT BZB Public Relations & Marketing Consultants

Founded in 1985, BZB Public Relations & Marketing Consultants, formerly BZB International, Inc., is an African-American, woman-owned special event coordination, public relations, promotions, marketing and graphic design boutique. Whether you are a small business or a national organization, BZB Public Relations can support all your marketing & public relations needs with services designed specifically for your business.

Our approach is simple. You **talk**, we **listen**. Then, together, we work strategically with you and your team to create a practical, integrated plan that offers solutions to fulfill your ultimate goal—which is to stimulate the desired response from your target audience. Each of our associates has over a decade of industry expertise, which means you will never receive a ‘one-size-fits-all’ answer to your public relations & marketing needs.




ABOUT THE PRINCIPAL & CREATIVE DIRECTOR

Juanita “Busy Bee” Britton has spent over twenty years consulting with and providing event planning and communication strategies for a diverse group of clients including governmental, corporate & small business, nonprofit and international sectors. She holds a Masters of Public Affairs and a Bachelors degree in Political Science and International Affairs. She is a member of the U.S. Chamber of Commerce, D.C. Chamber of Commerce, and serves on several community organizations and government advisory boards.

For Britton, BZB Public Relations & Marketing Consultants became a visionary outgrowth of the understanding that the disciplines of communication, customer service and promotion are the winning combination for any successful campaign.

*“It has been my experience that the ultimate reason why a company seeks the services of a public consultant is to invigorate its Team with **fresh energy** and **out of the box** creativity. Whether it is a special event, corporate promotion, media crisis, annual report, or website, the targeted outcome is the same... **MAXIMUM VISIBILITY!**”*



All business and service relationships revolve around meeting an unfilled need. BZB Public Relations has a proven track record of helping your business meet the needs of your clients. We develop sound, practical and creative ways to maximize the impact of how your messages are received. Each project — from conception to delivery is designed to fulfill the needs of your target audience.

BZB Public Relations & Marketing Consultants ... We **MASTER** the idea, **BUILD** the plan, **CONNECT** the dots and **DELIVER** the project on time and on budget.

OUR CAPABILITIES


PUBLIC RELATIONS:

- Media and Press Releases
- Communications Planning & Strategy
- Public Awareness Campaign Development
- Advertising Campaign
- Speech Writing

PROMOTIONS:

- Radio, Print & Television Advertising
- Cause & Product Marketing Campaign
- Telemarketing & Direct Sales
- Brand & Product Management
- Signage

SPECIAL EVENT COORDINATION:

- Theme & Concept Development
 - Logistical Planning
 - Audience Development
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What “BENEFITS” will you derive from engaging our services?

- **GLOBAL** — Will cover national and international
- **EFFICIENCY** — Quick Turn-Around
- **QUALITY** — Solutions that ‘brand’ you consistently
- **VALUE** — Cost-Effective Return on your Investment

IDENTIFICATION CODES

DUN & Bradstreet (D & B).....802416461

Employer Identification Number (EIN)..... 37-7623468

Standard Industrial Classification & North American Industry Classification System Codes

541820.....Public Relations Agencies

8743-02.....Public Relations Consulting

541613.....Marketing Consulting Services

541860.....Direct Mail & Internet Advertising

541611.....Administrative Management and General

541618.....Other Management Consulting Services

8299-06.....Public Speaking & Instruction

7389-44.....Events-Special

7389-51.....Promotions & Fundraising





TESTIMONIALS:

“Team BZB has their hand on the pulse in the Baltimore-Washington markets. For the past four seasons, the team has coordinated my community outreach & media campaign. They always deliver what I need, when I need it. The Circus is always sold out in these markets, partly due to Team BZB’s efforts; I look forward to working with Team BZB next season!”

— Rose Ballard, National Managing Director, National Tour Coordinator — UniverSoul Circus

“As the former Director of the D.C. Housing and Community Development and Deputy Mayor for Economic Development, I have worked with Ms. Britton on over 40 public relations and special event projects. She team-builds well, plans thoroughly and delivers each time. Juanita has an exceptional skill to work extremely well under pressure and during crisis situations. She represented me, the Mayor, and the citizens of the District of Columbia with unique style and grace. I look forward to continued success on collaborative projects in the future.”

— Stanley Jackson, Acting President —University of the District of Columbia

“Juanita came highly recommended to us from the Chamber of Commerce to chair our Business Committee. Since her induction to our Board, she has produced several successful business and marketing outreach campaigns, that have led to local and national recognition from the D.C. Arts Commission and the National Endowment for the Arts. Team BZB also has a special skill in “guerilla marketing” that captivated the attention of our target audience!”

— Mrs. Joy Austin, Executive Director—Humanities Council of Washington, DC

LOCATION & POINT OF CONTACT INFORMATION

BZB Public Relations and Marketing Consultants

Juanita C. Britton, Principal

2806 Bruce Place, S.E., Washington, D.C. 20020

P: 202.610.4188

F: 202.610.2244

E: busybee@bzbinternational.com

Company URL: <http://www.bzbinternational.com>



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