Who We Are

Tom Speaks
Principal

Master of Political Science,
University of Akron
Bachelor of Arts, Political Science,
Ohio University

THE IMPACT GROUP

Managing Your Public Perception

THE IMPACT GROUP

What is a Brand?

THE IMPACT GROUP

THE IMPACT GROUP

THE IMPACT GROUP

THE IMPACT GROUP

THINK | CREATE | EXCITE

THE IMPACT GROUP

THINK | CREATE | EXCITE

CITY of DETROIT

THE IMPACT GROUP

THINK | CREATE | EXCITE

Your Community's Brand

THE IMPACT GROUP

A Brand is a Promise

Your Community's Most Valuable Asset

THE IMPACT GROUP

Reputation: Bank Account

THE IMPACT GROUP

How Do You Know What Your Community Really Thinks?

- Polling
- Focus Groups
  - –Conducted by a third party

THE IMPACT GROUP

Importance of a Message

3-30-3™

THE IMPACT GROUP

Frame the Debate

What is

POSITIVE

About Your Community?

THE IMPACT GROUP

Message Discipline/Timing & Tactics

THE IMPACT GROUP
THINK | CREATE | EXCITE

Tactics

- 3-30-3™ messaging
- Mailers
- Social Media
- Public Relations
- Presentations/Speakers Bureau
- Flyers
- Web Site Messages
- Etc.

THE IMPACT GROUP
THINK | CREATE | EXCITE

Gantt Chart

THE IMPACT GROUP
THINK | CREATE | EXCITE

THE BEDFORD ADVANTAGE

Heritage · Location · Innovation

THE IMPACT GROUP

Twinsburg

NATURALLY BEAUTIFUL Ohio

THE IMPACT GROUP