



HOW WILL YOU?

**ENGAGE
EDUCATE
INSPIRE**



CUSTOM SPEAKING & TRAINING

THE BEST LEARNING HAPPENS WHILE DOING.

Contrary to what many think, more content doesn't yield more results.

With so many channels and so little time, organizations must be smarter and more strategic about how they craft and share their unique stories. Through Lara Zuehlke's presentations and workshops, you will learn how to think less like a marketer or organizational leader and act more like a storyteller to educate, engage, and inspire action among your key stakeholders.

With hands-on activities, illustrative case studies, and dynamic discussions, you'll walk away with a slate of ah-ha's and practical how-to's to shape your story—and elevate your brand.

The following sessions can be customized based on your available time and size of group—from lunch & learn presentations to half- and full-day workshops.

Focus: Brand Storytelling

The Rest of Your Story

Develop Content that Engages, Educates & Inspires Action

Today's organizations are no longer simply selling products and services. They are being called to reinvent themselves as content developers—sharing and selling ideas through countless platforms and channels. Through this interactive session, discover simple, powerful ways to improve your brand story and share it more effectively to engage, educate and move your audiences to action.

WHAT YOU'LL LEARN

- ▶ Let go of personal and organizational bias to think less like a marketer and act more like a storyteller.
- ▶ Create a storytelling culture within your organization through story identification and development.
- ▶ Map which audiences you seek to engage and what influences them.
- ▶ Clarify how to connect with your audiences via heart share or mind share to move them to action.
- ▶ Identify how to map and measure your content through multiple channels.

Focus: Content Strategy & Process

Connect the Content Dots

Streamline Your Process for Efficient Content Creation

Many organizations have the right people and right channels in place. Yet, they struggle to connect the dots to maximize their content creation pipeline. Some even struggle to produce content in a timely manner. Through this hands-on session, your team can re-evaluate your editorial strategy to bring new clarity to your approach and activities to create greater efficiency.

WHAT YOU'LL LEARN

- ▶ Identify your most pressing content challenges and biggest opportunities.
- ▶ Gain clarity about the audiences you're writing for, what they care about and how to engage them in more meaningful ways.
- ▶ Streamline editorial process to function more like a newsroom, even with a small staff.
- ▶ Create a simple, actionable approach to identify and set measurable goals and KPIs—and monitor them through reporting dashboards.

Tell Your Story Better

Thinking Outside the Marketing Box to Rock Your Content Creation

It can be difficult to create on the clock—and write about the same topics over and over again. Through this session, you'll learn how to breathe new life into your organization's story by helping content creators take a fresh look at their craft. Through this customized creative writing session, you will be guided through relevant discussions and hands-on activities to write better content to educate, engage and convert your readers.

WHAT YOU'LL LEARN

- ▶ Discover what influences you as a writer to hone your voice and craft.
- ▶ Explore what makes great content for multiple channels when you're crunched for time.
- ▶ Identify how to engage readers through mind share and heart share.
- ▶ Learn how you create best and ways to bust through creative blocks.

Birds of Different Feathers Can Work Together

Leading & Working with Creative Teams

How can you work with all the creative “birds” among your ranks? It can be challenging to coordinate all your creative personalities, especially when you're in the midst of organizational growth and change. Through this dynamic session, you'll walk away with a better understanding of how to lead and work within marketing and communications teams to establish a culture of creativity and foster greater productivity.

WHAT YOU'LL LEARN

- ▶ Identify which type of creative “bird” you (and your team members) are and why it matters.
- ▶ Explore how to honor creative freedom and ownership while moving projects ahead on time to achieve your goals.
- ▶ Create clarity about how you perceive and process information and how this impacts your writing and communications internally—and with key stakeholders.
- ▶ Learn new ways to provide feedback so others feel heard and understood.



Lara Zuehlke

Award-winning Writer
Content Director
Speaker & Trainer

Over the past two decades, Lara Zuehlke has wrangled those 26 letters of the alphabet in every way imaginable.

From magazine editorial and content strategy to integrated marketing and digital engagement, Lara understands how to identify the story and share it through every channel. Today, she leads the content practice at Pierpont Communications, an integrated public relations and marketing firm in Austin.

Over the years, Lara has worked with a broad portfolio of clients—ranging from start-ups and nonprofits to private companies and Fortune 500 firms. A true ENFJ (Extrovert, Intuitive, Feeler, Judge) with a deep background in personal development, Lara has also spent more than 16 years developing and delivering training and presentations in the areas of creativity, content marketing, organizational diversity and leading creative teams.

A third-generation Aggie (Whoop!), Lara received a bachelor's in journalism from Texas A&M University. Her work has garnered more than a dozen industry awards, and in 2015, she was named the Gene Barnwell Waugh Mentor of the Year by Women Communicators of Austin.



What Others Are Saying...

“Lara’s program ‘Developing Content That Engages, Educates and Inspires Action,’ wasn’t your typical content management presentation, but one that was both informative and inspirational. She described the importance of matching your dialogue to your audience and tied it all together from start to finish. Lara circled back to the beginning of her story by ending with a video that brought tears to the eyes of audience members.”

Mary Francis
Hardin-Francis Enterprises

“This content marketing presentation by Lara Zuehlke is exceptional. I found it helpful for two key reasons: First, Lara grounds social-oriented content strategy in established journalistic wisdom and best practices. And second, Lara drives home the value of this approach by providing her audience concrete examples of how to measure efficacy with Google Analytics and other metrics.”

Rob Bartlett
Bartlett Creative

Recent Speaking & Training Engagements

- ▶ IABC Southern Region Conference | Atlanta, Georgia
- ▶ IABC Houston Entrepreneur’s SIG | Houston, Texas
- ▶ Concordia University Texas | Austin, Texas
- ▶ Central Texas Medical Center | San Marcos, Texas
- ▶ car2go | Austin, Texas



Pierpont Communications has deep Texas roots and a wide global reach. For the past 30 years, Pierpont has provided a powerful lens for storytelling for some of the world’s most recognized organizations. We strategically plan and activate multi-faceted campaigns across public relations, media relations, marketing, digital and crisis communications. Learn more at piercom.com.

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