
Brand Building Services

{tab=Special Events}

Trade Shows/Conventions/Events/Press Junkets

- Concept Strategy
- Media Relations
- Venue selection & design
- Travel and vendor/sponsor coordination
- On-site management
- Advertising coordination

{tab=New Media}

New Media

Working in tandem with several highly respected web design and internet marketing specialists, such as PRO CMS DESIGNS and Mass Media Inc, McAllister Rowan offers clients a wide range of strategic and creative solutions to their design, brand, and corporate identity needs. Combining our talents in the areas of media relations, internal communications, marketing, new media development, book design, direct mail, and advertising, we can help you achieve all your "virtual & actual reality" goals. Areas of expertise include the design, production and distribution of brochures, newsletters, e-cards, postcards, custom press kits, websites, product packaging and more.

{tab=Media Training}

Media Training

McAllister Rowan's strategic ally, Eileen Winnick www.thewinnickgroup.com provides a range of unique, interactive media training services that enable clients to sharpen their image, define their key message points, and most importantly, think on their feet! Winnick is a respected pro who has worked with numerous authors, entertainers, and corporate executives on the right way to navigate the media highway to successfully get their point across.

The strong affiliation between our companies makes it possible for us to offer clients a complete package. Together we will define your image, craft your message points, and guarantee that message makes its way to the right audience.

{tab=Marketing Partnerships}

Marketing Partnerships

Have a product or message that needs a messenger? The McAllister Rowan Communications Group offers corporate and nonprofit clients access to an extensive array of potential spokespeople (celebrities & experts) who become the "face" for that product or organization. As part of an the overall brand image campaign, McAllister Communications will help you develop the message, prepare your spokesperson to deliver it, and provide you the much-needed media exposure to have that message reach the widest possible audience.

{tab=Concept Strategy Consultation}

Concept Strategy Consultation

Convinced you're the next John Irving or Dr. Phil? Think Oscar and Emmy will be calling your name Spielberg Jr.? Sure that Richard Simmons, Suzanne Somers and George Foreman will all be quaking in their direct marketing shoes at the sight of your gizmo, gadget or great idea? Before you start counting your millions, and long before you start spending any of your precious, hard-earned thousands, "let's talk about success baby!"

McAllister Rowan Communications Group offers strategic marketing consultation to help potential clients determine what they really need to realize their goals. A seasoned team of professionals with varied, and well-rounded, expertise will offer straightforward insights into the realities of time lines, budgets, goal setting and expectations. Get the straight "411," and for many, a crash course in "Beginners 101" in a variety of areas including:

{slide=Publishing}

*Genre overview

*The pros & cons of self-publishing versus commercial publishing

*Crafting book proposals that sell{/slide}
{slide=Entertainment}

*The ins and outs of options and distribution deals

*Independent film marketing

*Television tours, up-fronts and film festivals{/slide}
{slide=Product Marketing}

*Advertising vs. P.R.

*Direct marketing ventures

*Brand identity campaigns{/slide}
{/tabs}