

TSN SOLUTIONS

COMMUNICATIONS
MEDIA
EDUCATION
PRODUCTIONS
EVENTS
SALES

TSN | COMMUNICATIONS

TSN | TEAM

TSN | COMMUNICATIONS

“Thank you for taking the time to read this marketing and communications solutions document. I look forward to bringing our services and expertise to your organization.”

*— Greg Zilberfarb,
president and CEO of
TSN Communications*

Founded in 1997 by Greg Zilberfarb, the Sales NetWork, Inc. (dba TSN Communications) is a full-service consulting company specializing in niche marketing and communications solutions to companies, non-profits and government agencies. TSN Communications develops and implements custom programs in public relations, market research, education and outreach, event planning, technology deployment, online training, Internet television and more to help its clients gain increased market share and visibility.

WHY PARTNER WITH US?

When you partner with TSN Communications, you gain an entire team of experienced marketing and communications professionals to grow your business — while increasing productivity and cutting costs. Our work yields significant and impressive results, leading to proven return on investment year after year for our clients. And, as a fast and effective project-based company, you only pay for the services you request — on time and on budget.

Our capabilities are not limited to what is listed here. We understand that each organization is unique, and TSN Communications has the flexibility and know-how to tailor a strategy to best fit your organization’s goals. We look forward to discussing these with you in more detail.

WHO WE ARE

- Greg Zilberfarb, president and CEO
- Julie Puckett, vice president of communications
- Alison Dimond, vice president of strategy
- Bill Polen, vice president of operations
- Katey Evans, senior client lead
- Cheryl Polen, director of logistics
- Julianne Barclay, senior Cision strategist
- Tracy Ruff, senior account executive
- Jenna Higgins-Rose, senior editor
- Laurie Adelhardt, account executive
- Sarah Kester, research analyst
- Natalie Hill, client services manager
- Julie Steinmetz, account manager
- Gregg Voss, senior communications strategist
- Melanie Pikosky, communications strategist
- Janice Brewster, communications specialist
- Carey Donnelly, art director
- Mary Zilberfarb, graphic designer

OUR CORE VALUES

- Respectfulness.
- Enthusiasm.
- Excellence.
- Integrity.
- Collaboration.
- Responsiveness.
- Kindness.

OUR MISSION

At TSN Communications, we strive to deliver impressive and significant results — on time and on budget. Our mission is to provide quality, strategic public relations, communications and marketing services using a creative, high-energy approach. As a boutique agency, we aim to add a personal touch to every project and be highly responsive to our clients’ needs.

OUR CULTURE

TSN Communications is a team of experts committed to and respectful of each other and our clients. We get to know our customers — both professionally and personally — so that we can better understand how each project will be completed successfully. Working remotely across the United States, we foster an entrepreneurial spirit and encourage constant communications. Our goal is to exceed expectations on all our work while showing each client that we care. Oh, and to enjoy our family and friends and life in general!

TSN | COMMUNICATIONS

From writing to marketing to creative design, TSN Communications can assist you in effectively planning and communicating your message. Here is a sample of our communications services:

BRAND DEVELOPMENT / BRAND MARKETING

From planning to implementation, TSN Communications will work to ensure branding messages are consistent throughout all your marketing components, thus strengthening your organization's identity within your industry.

CASE STUDIES, WHITE PAPERS AND TESTIMONIALS

These valuable pieces of communications collateral are a great way to document the success of a particular campaign or product — and aid your sales team.

CREATIVE DESIGN

Our creative team of specialists can put their heads together to give you the most cutting-edge concepts, from web to logo design, that will appeal to your target audience and help you deliver your message in the most effective way possible.

DIGITAL COMMUNICATIONS

Once information is online, it instantly gains measurability. We will help ensure your digital collateral catches the eye of your customers or members. We specialize in design, placement and tracking of all digital marketing needs.

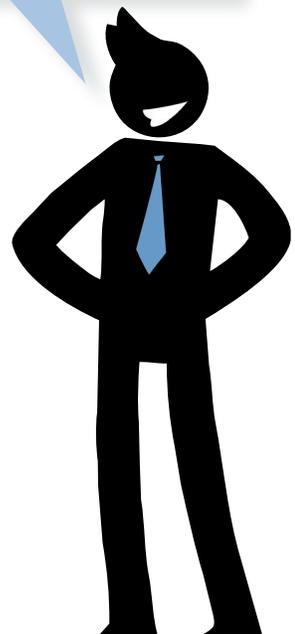
EMAIL MARKETING

Our creative specialists cater to content development, design and distribution of email communications. Whether you're looking to update customers, prospects, employees or members, we can tailor an email communication program to ensure everyone knows about your news, meetings and events.

PRINT COMMUNICATIONS

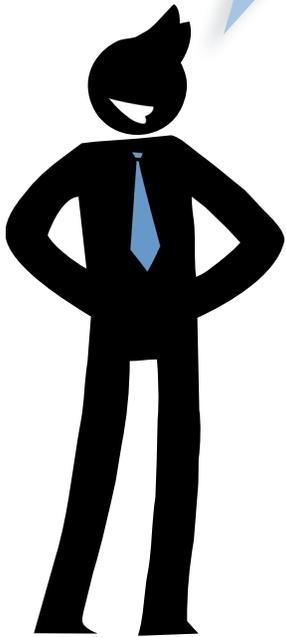
It still works! Our communications team is made up of experienced writers; many have worked as journalists and editors of newspapers and magazines. We understand what editors look for when publishing bylined articles, letters to the editor, technical papers, press releases, business news and more.

TSN Communications will find your target audience, and then find the right channels to reach them with your message.



TSN | MEDIA

A master of traditional media outreach, TSN also stays on top of the constantly changing digital world. We'll help you reach the new channels of messaging to better serve your brand.



From the message to the medium, a company's growth comes from making its products and services known. Whether it is a well-placed ad or a targeted press release distribution, TSN Communications can handle all facets of reaching out to the media to get results. Here is a sample of our media services:

ADVERTISING

Our team of communications experts can tailor an advertising plan that best suits your specific needs. We can help you drive sales or membership and awareness through professional, clean, creative and effective advertisements.

MEDIA RELATIONS

To ensure accurate and positive media attention about your products, services, VIPs and more, you need the right press contacts and a strong message. TSN Communications has formed relationships with countless media contacts from national, hometown and trade publications across the country. We can design a specific media communication strategy for your company that will provide measurable, results-driven media outreach. We provide all media support, including:

- Consumer reports / information sheets.
- Media outreach.
- Media relations.
- Media coverage tracking, reporting and analysis.
- Online media photo gallery management.
- Press conferences.

PUBLIC RELATIONS

Our robust public relations and communications software system provides you media contact and outlet information, press release distribution platforms, media monitoring and quantitative analysis capabilities. We've invested in this system — so you don't have to! Our in-house expert and trainer can maximize your value and educate you on best practices for best results.

SOCIAL MEDIA

Social media connects you to your customers or members in timely and influential ways. We'll keep you in the loop by establishing and maintaining your social media accounts. We link those accounts to press releases, blog postings and e-newsletters to generate increased following from target audiences.

TSN | EDUCATION

At TSN Communications, we believe that education is vital to the growth of your company. We can help you determine your target audience and find the best way to disseminate your message. Here is a sample of our education services:

E-LEARNING

Electronically supported training, also known as e-learning, is an effective way to implement a dynamic teaching module for your employees or your customers. E-learning leads to increased retention and a better grasp on subject matter due to the various elements that are combined to reinforce a message, such as video, audio, quizzes and interaction between participants. You can receive this comprehensive web-based learning — without leaving your home or office.

INDUSTRY / MARKET RESEARCH

By studying your organization's target markets, our experienced research specialists can determine key industry insights that will provide you with that essential competitive edge.

ONLINE TELEVISION HOSTING / EDUCATIONAL VIDEOS

From targeting association members with coverage of key meetings and conferences to educating consumers on industry issues to highlighting products for customers, our team of experts can meet your online video demands — in high definition! TSN Communications has been an innovator in online television segments, featuring everything from customer testimonials to live event participation.

SPEAKING ENGAGEMENTS

We are experienced in many industries and have attended events, conferences, panels, council meetings and other functions to speak on behalf of customers like you. Let us become your industry liaison.

SURVEYS

If you're seeking measurability, email or online surveys can be great tools in helping you find answers. TSN Communications can develop and implement results-driven surveys.

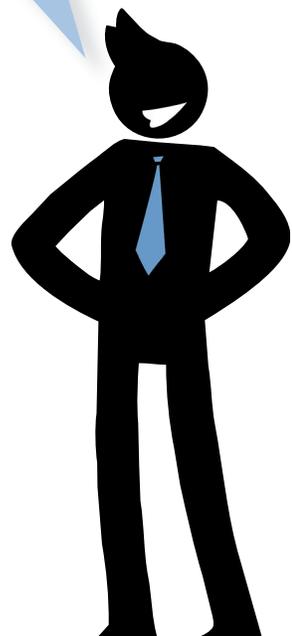
WEBSITE CONTENT DEVELOPMENT, DESIGN & MAINTENANCE

The opportunities are nearly endless when it comes to website content writing and design. TSN creates stunning, professional websites that help increase sales and establish your brand and message.

WEBINAR HOSTING

TSN Communications can create "Live" or "On-Demand" webinars, web-based training or seminar programs to commercialize new technology within an industry, supplement programs, and increase the visibility of your company's executives. Webinars save time and money by reducing travel expenses and limiting time away from the office, and are a great resource for staff meetings or customer calls. TSN also can archive all webinars for later viewing.

TSN will help educate both you on your audience and your audience on you.



TSN | PRODUCTIONS

TSN Communications' experience and expertise in promotion and production can add value to your company and capture your message in new and innovative ways. Here is a sample of our production services:

EVENT MANAGEMENT

From securing speakers and locations, media awareness, exhibit and display materials, and all other logistics, TSN can make your event successful right down to the smallest details — whether for 20 customers or 2,000 attendees.

PRODUCT DEVELOPMENT AND PRODUCT MANAGEMENT

TSN can manage your product development project. In this role, we provide overall project management support, including:

- Building and maintaining key relationships with manufacturers and market influences.
- Developing product development funding proposals.
- Engaging project partners through dialogue and networking at various events throughout the year.
- Managing product development contracting.

PROMOTIONAL MATERIALS

Establish new customers or members and generate identity awareness through promotional materials. As an Expand Media wholesale provider, TSN can ensure you get the most for your money when it comes to promotional materials, such as brochures, business cards, signage and more.

VIDEO PRODUCTION

TSN is a full-service video production company that can guide you from concept and scriptwriting to shooting, editing and distribution. We offer a wide range of video production services for all industries. Whether you are looking for professional video, Internet broadcast or high definition, we provide personalized production services for every budget.

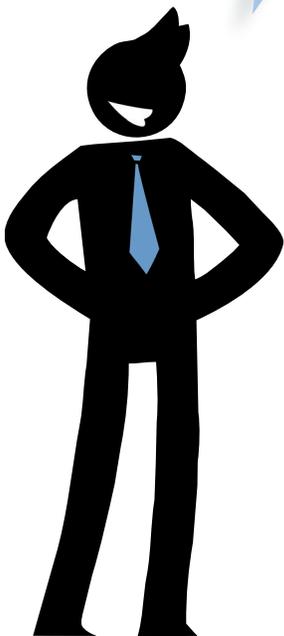
LIVE EVENTS

Summits, conferences and events give industry professionals the opportunity to be in the same place at the same time to network, learn and become better at what they do. Whether it's single-camera coverage of your event or a multi-camera set-up with staging and props, TSN can supply the right equipment along with an experienced crew to capture these events, which can be webcast live or archived for later viewing.

INTERVIEWS

Communicating — it's what we do, and often we do our talking on camera. TSN's video production crew is experienced in conducting on-air interviews for our clients' videos. We know just how important a good interview is to making sure your video looks professional and polished. Allow us to make your interviewees comfortable by creating an atmosphere where they are able to truly express themselves.

TSN has managed dozens of events for our clients, including major trade expos and local events.



TSN | SALES

Need seasoned sales professionals? We can help. The TSN team has worked at major corporations and on national marketing efforts, and can help you grow your business with more sales. Here is a sample of our sales services:

EDUCATION

How do you ensure your prospective customers know everything about your products and services? How do you inform existing clients about your latest creation or new product launch? TSN can train your existing sales team on effective sales techniques and / or set up online webinars or live webcasts to show your customers what you do best.

TEAM MEMBERS

Whether temporary or long-term, TSN can augment your existing sales efforts with direct sales efforts. We can be in front of your customers by working your trade shows and events, conducting face-to-face meeting, giving sales presentations — and following up with those very important sales calls. Outsourcing sales means you can focus on all the other important parts of your business, such as product supply, manufacturing, strategic development, administration, accounting and more.

SALES RESOURCES

With our market research, communications distribution system, online webinars and live webcasts resources, TSN helps you spread the word about your products quickly and affordably. Whether designing marketing plans or writing website content, we can provide the level of help you need to meet and exceed your corporate sales goals.

*TSN Communications.
Spread the Word!*

