

THE STRATEGIC GROUNDBREAKING FRAMEWORK

Most groundbreaking events are treated like logistics exercises with a focus on timelines, vendors, and a single ceremonial photo. But the organizations that see real value? They treat them like **strategic communications opportunities**. This framework outlines how to turn a single moment into media coverage, community visibility, and long-term content and marketing assets. With 15+ years in public relations, I've helped organizations do exactly that and this is the approach I use.

FOUNDATION

Set the strategy.

- Define the purpose behind the event and what success looks like.
- Identify your priority audiences (community, VIPs, media, talent).
- Establish 1-2 main points you want remembered.
- Align the event with broader business goals (growth, recruitment, visibility).

PRE-EVENT LOGISTICS

Build the opportunity.

- Assign roles across planning, media, and guest experience.
- Set budgets, timelines, and run of show.
- Coordinate vendors (photo/video, catering, rentals, A/V).
- Finalize guest list, invitations, and RSVPs.
- Plan layout, signage, and branded elements.

COMMUNICATIONS & MEDIA PLANNING

Turn strategy into action.

- Develop aligned talking points for leadership and speakers.
- Identify what makes the announcement newsworthy.
- Draft and distribute a press release.
- Build a targeted media list and conduct outreach.
- Plan content capture (photo, video, social media).
- Outline your post-event storytelling strategy.

EVENT DAY EXECUTION

Create the experience.

- Manage media check-in and coordinate interviews.
- Ensure speakers are prepared and on message.
- Capture key moments (ceremonial turn, remarks, engagement).
- Execute real-time social media coverage.



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POST-EVENT AMPLIFICATION

Capitalize on the momentum.

- Distribute post-event release with visuals.
- Share content across website, social, and newsletters.
- Highlight leadership, partners, and community impact.
- Send thank-you notes to key participants and stakeholders.

MEASURE WHAT MATTERS

Gain insights to your goals.

- Track media coverage and reach.
- Analyze social engagement and content performance.
- Evaluate audience quality and stakeholder feedback.
- Connect outcomes back to business goals.

AVOID THESE COMMON MISTAKES

- Treating the event as logistics-only.
- Inviting media without a clear story angle.
- No plan for post-event amplification.
- Relying on attendance instead of strategic visibility.
- Not preparing speakers and leadership with key messaging.

LAUREN'S PRO TIPS

- If there's no media strategy, it's just a photo opportunity.
- Plan around news cycles, not just calendars.
- Your post-event content often delivers the greatest long-term value.
- A strong spokesperson can outperform a large guest list.



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