



# PUBLIC RELATIONS & COMMUNICATIONS **COMPANY**

Building trust through effective communication.

## Our Background

We kicked off as an agriculture podcast network in 2021 but became a full-blown public relations firm for agriculture businesses.

About Us.

For the past two years, we've collaborated with diverse agriculture organizations across the globe, contributing and playing significant roles in enhancing the message of brands. From podcasts and thought leaders to clients and partners.

## We Help You To Handle Your Brand.



Introducing Let's Talk Agriculture as an industry-specific firm is the best decision made because we build agriculture businesses considering we all live and breathe agriculture as a team. Managing your brand simply means, strategic solutions to increase brand awareness & build thought leadership from start (planting) to finish (harvesting).

# Our FootPrint

As a public relations and communications firm specializing in agriculture, we have made significant progress over the last two years. Our success has been reflected by our ability to connect with various agricultural brands across more than 20 countries. Our accomplishments include brand management, podcast creation, partnerships, and other ventures.



-- -20+ countries



-- -70+ podcast episodes



-- -7k+ podcast listeners



-- -5+ brands

# Our Services

Our services are designed to meet the needs of growing agriculture businesses and large organizations looking to gain brand visibility & awareness, as well as establish thought leadership in their domain.



Brand  
Management

Event  
Management

Sustainability  
Advocacy

Thought  
Leadership  
Interviews

Communication/  
Leadership  
Training

## 1. Brand Management

Our brand management services will help boost your brand's visibility, raise awareness, and establish your business as a thought leader in the industry. We offer comprehensive content creation, social media management, and public relations services to achieve these goals.

- Basic Social Media Management is designed for small businesses or individuals who want to establish and maintain a basic presence on social media platforms. It is suitable for those who may not have the time, expertise, or resources to manage their social media accounts effectively.
- Comprehensive PR and Social Media Management is a more comprehensive package that builds upon the features of Package 1. It is targeted towards businesses or individuals who require a more strategic and integrated approach to their public relations and social media efforts.
- Full-Service PR and Marketing Solution is a comprehensive package that encompasses all the features of Package 2 while offering additional services to provide a holistic PR and marketing solution. This package is designed for businesses or individuals who want to outsource their entire PR and marketing function to a professional agency.

[Read more....](#)

## 2. Event Management

We understand the significance of well-executed events in creating memorable experiences, fostering connections, and achieving strategic objectives. Our event management services encompass the entire event lifecycle, from conceptualization and planning to execution and post-event evaluation.

### Our Event Management Processes

- **Event Planning:** We work closely with our clients to understand their event goals, target audience, and desired outcomes. Based on these insights, we develop a detailed event plan that includes budgeting, venue selection, logistics management, and scheduling.
- **Program Development:** Our experienced event management team designs engaging and informative event programs, including keynote speeches, panel discussions, workshops, and networking sessions. We collaborate with industry experts and thought leaders to ensure that the content is relevant, insightful, and aligned with our clients' objectives.
- **Vendor Management:** We have established relationships with a network of trusted vendors, including caterers, audiovisual providers, decorators, and transportation services. We handle all aspects of vendor coordination to ensure seamless execution and a high-quality event experience.
- **Marketing and Promotion:** Our team develops comprehensive marketing and promotional strategies to generate buzz around the event. This includes designing promotional materials, leveraging digital platforms, utilizing social media channels, and engaging with industry influencers and media outlets.
- **On-Site Event Management:** We oversee all on-site event operations, including registration, attendee management, speaker coordination, audiovisual setup, and logistics. Our dedicated event staff ensures smooth execution, addressing any challenges that may arise and providing exceptional customer service.

## 3. Leadership & Communications Training

Our training programs are designed to suit your specific needs. Whether it's virtual or in-person, we offer customized training for both staff members and executives.

### Training Modalities

Customized Communication Skills Training:

Our virtual training provides tailored programs to enhance communication skills for our clients, whether they are local or international.

Premium In-Person Training:

Our high-level in-person training program is designed for executives and staff members seeking international learning tools, access to professional networks, and exposure.

## 4. Sustainability Communications / Advocacy

We support our clients in communicating their sustainability initiatives, responsible practices, and environmental stewardship efforts to enhance their reputation, promote transparency, and meet stakeholder expectations.

## 5. Thought Leadership Interviews

Our PR and communications solutions include interview facilitation services, which aim to convey key messages, showcase expertise, and build credibility. Our team conducts interviews with industry experts, thought leaders, executives, and other stakeholders.

### Here's how we approach interviews

1. Pre-Interview Preparation: We conduct thorough research on the interviewee, their background, industry expertise, and any relevant topics or issues. This enables us to develop insightful and relevant interview questions.

2. Message Development: We work closely with our clients to identify the key messages they want to convey during the interview. We help them refine their messaging and ensure that it aligns with their overall communication strategy and objectives.

3. Interview Facilitation: Our experienced interviewers conduct interviews professionally and engagingly, creating a comfortable environment for the interviewee to share their insights and expertise. We ask thought-provoking questions that encourage meaningful conversation and provide opportunities for the interviewee to showcase their knowledge and thought leadership.

4. Transcription and Editing: We transcribe the interview recording and edit it to ensure clarity and coherence. This allows us to accurately capture the interviewee's thoughts and provides valuable content for various communication channels, such as blog posts, articles, or social media snippets.

5. Content Distribution: We leverage our PR and communication channels to distribute the interview content to the target audience, ensuring maximum visibility and engagement. This may include sharing the interview through press releases, media placements, social media platforms, and industry-specific publications.



LET'S TALK AGRICULTURE



# Seize the **HARVEST OF SUCCESS**

Contact us now to schedule a consultation and discover how we can elevate your brand, amplify your message, and reap the rewards of effective communication.

BOOK A CALL

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