

# NRPR Group & Unleashed LGBTQ Execute Successful Inaugural Event, Resulting in Massive Outpouring of Support from LGBTQ+ Community and Media



*NRPR Group increases awareness for Unleashed LGBTQ's 2021 virtual event by garnering press, closing event calendars and securing moderators from top media outlets*

## SYNOPSIS

NRPR Group worked with Unleashed LGBTQ for a three-month project to create buzz and excitement around its inaugural event, March 25-27, 2021. The interactive, virtual event was tailored to the powerful and connected LGBTQ+ professional community. NRPR created messaging around which to build strategic announcements and creative pitches for Unleashed LGBTQ 2021. NRPR pitched the event to media and secured top media moderators to host conversations live with some of their biggest talent. We also coordinated press registration requests and booked and worked with moderators. Overall, our media outreach and coordination with the event founder garnered **93 press hits**, equaling over \$24K in advertising value for the organization, and more.

## PROCESS // HOW WE DID IT

NRPR Group began our engagement with Unleashed LGBTQ by developing key messaging for the event and four announcements to introduce news about the event, partnerships, headliners and moderators, as well as a full wrap-up to ensure ongoing media coverage and calendar inclusions happened over the course of our time together. The team researched targets and created the initial media list, calendar list, and list of potential moderators, which included our contacts at *Forbes*, *Deadline*, and more. NRPR invited Daniel Reynolds from *The Advocate* to moderate a discussion with Pennsylvania State Rep. Brian Sims; Brandon Schultz from *Forbes*, who was the moderator for *The Globetrotter Guys*; and Eileen Shapiro from *Get Out Magazine* who was the moderator for a panel featuring sports star Michael Sam. NRPR also managed VIP press registration requests. The team also worked with the organizers to develop content for the sponsorship pitch deck.



## RESULTS

NRPR Group worked with event founder to secure 93 collective press hits and developed 4 press releases for Unleashed LGBTQ over the course of three months. The total advertising value of the PR hits garnered in Q1 totaled \$24,235.71, as compared with \$1,103 in the first two months of 2021 before Unleashed LGBTQ was working with NRPR. Coverage highlights included *The Advocate*, *Metro Weekly*, *Hot 99.5*, *Philly Gay Calendar*, and *PRIDE Radio*'s postings of interviews with conference speaker Rep. Brian Sims; *MetroSource*'s interview with Unleashed LGBTQ creator, Wesley Smoot; and **No Holds Barred with Eddie Goldman** interview with Chris Baldwin. Coverage also appeared in *iHeartRadio*, *EyeSpyLA*, *Tagg Magazine*, *CityWriteUps*, *RCR News Media*, *RAGE*, *Wire LA*, *AJ Post*, *Texas Highway*, *DoLA*, *The Windy City Times*, *DragStarDiva*, and *PromoHomo.TV* and on *Hot 95.5 Houston*. NRPR Group secured multiple top-tier media to act as moderators for Unleashed LGBTQ, including Daniel Reynolds from *The Advocate*, Brandon Schultz from *Forbes.com*, and Eileen Shapiro from *Get Out Magazine*. NRPR also landed 27 calendar listings for the event! By leveraging messaging expertise and media relations, NRPR Group helped Unleashed LGBTQ to gain higher than expected success and build a great foundation for the future.

