

# ODYSSEY TEAMS PUBLIC RELATIONS REQUEST





Welcome to the Odyssey Teams family!

This packet is intended to guide new clients through the process of pairing a public relations initiative with your program to garner positive media attention for both our brands.

Our focus has always been to shed light on the positive outcomes of Odyssey Teams custom programs, as well as bring attention to the organizations, non-profits, and communities we serve while working together. The story created during our endeavor is one we feel is worth telling. It's an honorable investment on your part, both for your employees and community. Our programs are designed to create a lasting impact on your employees by igniting passion for their role and team, reinforcing company values, and providing unique, lasting ways to work better together. By constructing items such as bicycles, skateboards, and playhouses as a team, and gifting them to community organizations, their sense of pride and gratitude today impacts others in the community. For so many, the program will create lasting impacts on their lives. By sharing that, we're able to inspire others to do the same, and are able to reflect on the generosity of the initiative.

We hope to share that with the public through media channels.

We've provided pertinent information below. Please do not hesitate to reach out with questions.

With gratitude,



Odyssey Teams

# PROGRAM PR 101

By participating in this opportunity you will be asked to work with our partner agency, The Abbi Agency, and provide them with the information and permission needed to secure media coverage. Once you've reviewed this document and agreed, our team will get to work. Here is how that process works:

## STEP 1

The Abbi Agency will immediately begin work by researching and logging appropriate press outlets and contacts in your region. Whether it's Phoenix, AZ, Bellevue, WA or Buffalo, NY, we will determine a set of newspaper, TV, radio, and digital reporters for outreach.

## STEP 2

The Abbi Agency will reach out directly to the listed contacts to setup an onboarding call. The goal of this call is to gather information that will inform pitches, media alerts, and/or a press release.

At this time we will determine the appropriate spokesperson and messages to describe the motivation and impact of your organization's work with Odyssey Teams. Our team will also work with the philanthropic beneficiary of your program to participate in public relations outreach. We will create the unified message, and support your spokesperson with any media training necessary.

## STEP 3

Prior to the event, our team will begin media outreach to the designated list, with the primary goal of booking media to attend and cover the program itself. This coverage can include interviews with your company, the philanthropic beneficiary of your program (if applicable), and Odyssey Teams. TV stations are the most common media onsite, and therefore it's imperative we have full permission from our clients to film during the program. Our team will coordinate interviews, onsite media, and provide you with a one sheet detailing leads, on-site handling instructions, and a point-of-contact to manage media on day prior to the program.

Odyssey Teams will manage the organization of media onsite.

## STEP 4

It is likely you can expect media to attend the day of the event. The exception to this is if there is local, regional, or national breaking news that disrupts the typical news cycle and causes all staff to divert their attention.

Reporters and cameras will arrive to capture footage of the program, and will likely focus on the construction of materials, the nonprofit's involvement, and our designated interview subjects. Often, camera crews will ask to interview a participant to get an authentic view of the event. We suggest that our client be prepared to provide an interview subject onsite, and support that process prior to the program taking place.



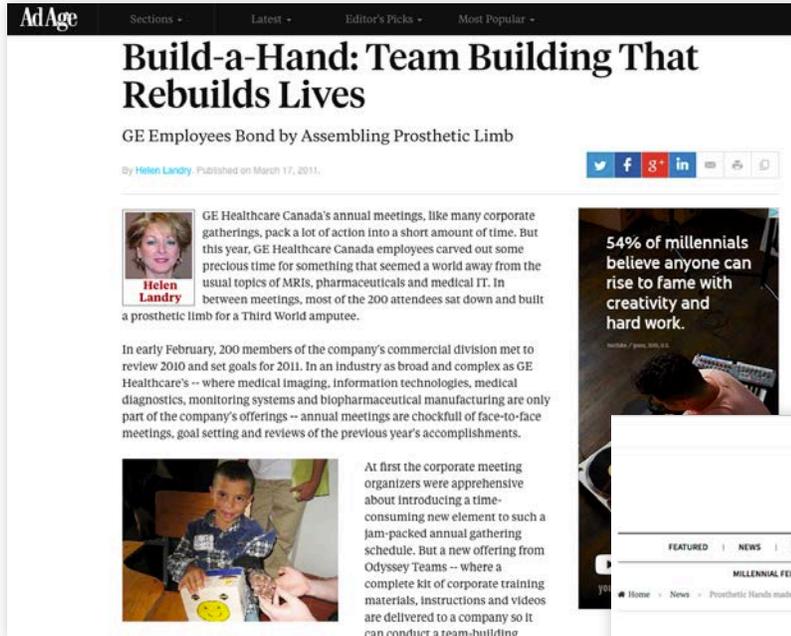
## STEP 5

Our team will manage follow-up with the media outlets post-program. We will take responsibility for gathering links to stories and footage and providing them to your contacts.

Please note that we do not have final approval on the stories before they go live. However, our past experiences have yielded nothing but positive results for clients and our partners.

# PAST EXAMPLES

Below are a few examples of past press coverage on individual programs



**AdAge** Sections - Latest - Editor's Picks - Most Popular -

## Build-a-Hand: Team Building That Rebuilds Lives

GE Employees Bond by Assembling Prosthetic Limb

By Helen Landry. Published on March 17, 2011.

**Helen Landry**

GE Healthcare Canada's annual meetings, like many corporate gatherings, pack a lot of action into a short amount of time. But this year, GE Healthcare Canada employees carved out some precious time for something that seemed a world away from the usual topics of MRIs, pharmaceuticals and medical IT. In between meetings, most of the 200 attendees sat down and built a prosthetic limb for a Third World amputee.

In early February, 200 members of the company's commercial division met to review 2010 and set goals for 2011. In an industry as broad and complex as GE Healthcare's -- where medical imaging, information technologies, medical diagnostics, monitoring systems and biopharmaceutical manufacturing are only part of the company's offerings -- annual meetings are chockfull of face-to-face meetings, goal setting and reviews of the previous year's accomplishments.

At first the corporate meeting organizers were apprehensive about introducing a time-consuming new element to such a jam-packed annual gathering schedule. But a new offering from Odyssey Teams -- where a complete kit of corporate training materials, instructions and videos are delivered to a company so it can conduct a team-building

54% of millennials believe anyone can rise to fame with creativity and hard work.



**PASADENA Independent**

Friday, September 18, 2017 99°F PASADENA

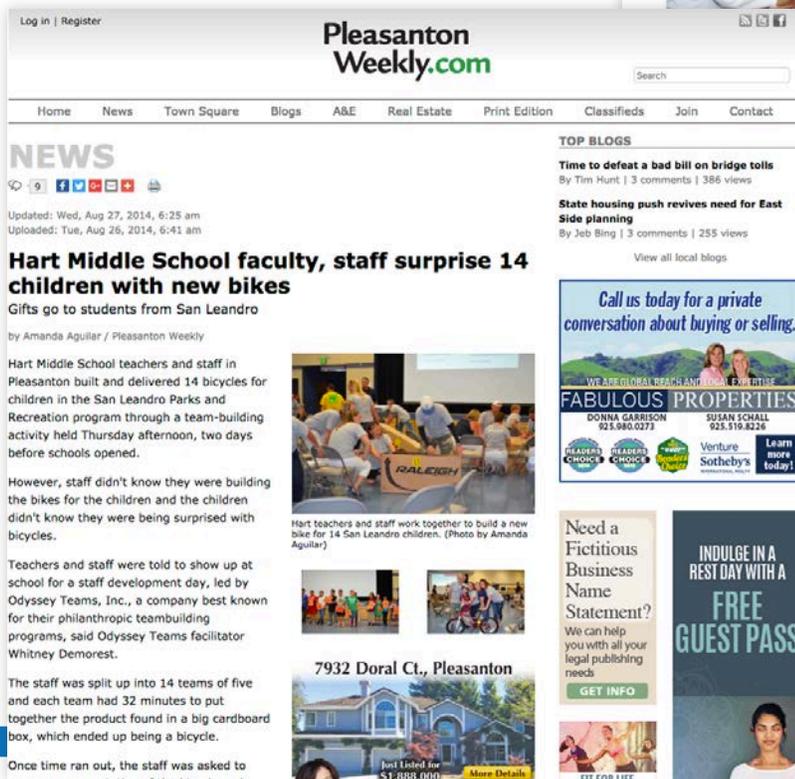
FEATURED | NEWS | BUSINESS | EDUCATION | ARTS & ENTERTAINMENT | SPORTS | LIFESTYLE | OPINION | OBITUARIES |

MILLENNIAL FEED | COMMUNITY | CALENDAR | SPECIAL SECTIONS | NEIGHBORHOOD ADS | LOCAL JOBS |

Home > News > Prosthetic Hands made in Temple City by Odyssey Teams

## Prosthetic Hands Made In Temple City By Odyssey Teams

Share the knowledge!



Log in | Register

## Pleasanton Weekly.com

Home News Town Square Blogs A&E Real Estate Print Edition Classifieds Join Contact

### NEWS

Updated: Wed, Aug 27, 2014, 6:25 am  
Uploaded: Tue, Aug 26, 2014, 6:41 am

## Hart Middle School faculty, staff surprise 14 children with new bikes

Gifts go to students from San Leandro

by Amanda Aguilar / Pleasanton Weekly

Hart Middle School teachers and staff in Pleasanton built and delivered 14 bicycles for children in the San Leandro Parks and Recreation program through a team-building activity held Thursday afternoon, two days before schools opened.

However, staff didn't know they were building the bikes for the children and the children didn't know they were being surprised with bicycles.

Teachers and staff were told to show up at school for a staff development day, led by Odyssey Teams, Inc., a company best known for their philanthropic teambuilding programs, said Odyssey Teams facilitator Whitney Demorest.

The staff was split up into 14 teams of five and each team had 32 minutes to put together the product found in a big cardboard box, which ended up being a bicycle.

Once time ran out, the staff was asked to

Hart teachers and staff work together to build a new bike for 14 San Leandro children. (Photo by Amanda Aguilar)

7932 Doral Ct., Pleasanton

Just Listed for \$1,888,000

Call us today for a private conversation about buying or selling.

WRABE GLOBAL REAL ESTATE EXPERTISE

**FABULOUS PROPERTIES**

DONNA GARRISON 925.980.0273

SUSAN SCHALL 925.519.8226

Readers' Choice Readers' Choice Venture Sotheby's

Need a Fictitious Business Name Statement? We can help you with all your legal publishing needs. GET INFO

INDULGE IN A REST DAY WITH A FREE GUEST PASS

# TIMELINE AND COMMITMENTS

While this may seem like a burden to your team, we want to assure you we make it as seamless as possible. In the end, our goal is to benefit the investment you've made in your team and organization by providing positive media attention to an already commendable undertaking.

You can expect this process to last approximately 4 weeks from agreement and our introductory conversation to the post-program recap.

Our team will review and prepare you for any media opportunities that arise. We're available by email or phone at any time should you have any questions during the process. Prior to interviews, we will provide a briefing document for your reference.

Before pitching, our team will work with you to write, edit, and approve a set of quotes from your company representatives. These quotes are helpful to send to reporters on tight deadlines who may not be available for interviews. They can also be used in press releases, media alerts, and we may seek permission to repurpose for Odyssey Teams social media channels.

Each pitch our team sends is customized and tailored to the coverage of the reporter. This means that sometimes the focus of the coverage leans more toward the community impact, while other times it will lean more toward the uniqueness of the program or its expected impact on your business operations. This makes working with your team in the beginning to determine those messages very important.

If we receive an interview request, our team will coordinate to best fit our schedule. We have many options, including email and phone interviews, as well as face-to-face if proximity and schedules allow. Please note this is at the discretion of the journalist, who may decline an in-person interview depending on their availability and capacity. Our team works to align the process for both parties, and make it the most convenient for you.

Finally, if your team is new to speaking with press, and would like a crash course media training, or help in crafting talking points and guidelines for responding to interview questions—particularly when on camera—we are happy to provide that training and support.

# SHARING AND PROMOTIONS

We want to gain as much visibility for our coverage as possible. That's why we highly encourage you to share published stories from your brand's social media accounts, and further encourage your team members to share this coverage on their personal social media.

In addition to providing your onsite team and attendees with best practices for sharing real-time posts on social media, we believe you will find the following useful for your social media team to share content and the media coverage.

As you share these stories across your social media accounts, we ask that you please include our brand's profiles and hashtags whenever possible. They are as follows:



Odyssey Teams, Inc.



@odysseyteams



@OdysseyTeams



Odyssey Teams

When sharing, if character limits allow, please include the following Hashtags:

**#TeamBuilding**  
**#OdysseyTeams**  
**#InspireOdyssey**  
**#TeamBuilding**  
**#RopesCourse**  
**#CSR**

Please keep in mind that if you have company newsletters, blogs, social channels, etc., the coverage secured serves as great content to share amongst your professional communities.



# READY, SET, LETS GO!

If you're ready to not only embark on a life-changing Odyssey Teams program, but also participate in the public relations program at no additional cost, then let's get to work.

Please confirm by contacting your Odyssey representative, who will connect you with our partner public relations agency, The Abbi Agency.

If you have additional questions regarding the process or commitment, you are free to contact Constance Aguilar, Director of Accounts for The Abbi Agency. She can be reached at [constance@theabbiagency.com](mailto:constance@theabbiagency.com), or by calling (775) 323-2977. Once you agree to the terms previously stated, Constance and team will arrange an introduction call and begin the process.

In order to get started promptly, please consider gathering the following materials for our purposes:

- List of company spokespeople and brief bios for each
- Press release boilerplate, or an approved company description
- Recent press coverage on your company, if any
- A brief paragraph on why you've chosen to partake in an Odyssey Teams program for your company

We're so excited to work with you, and grateful for the opportunity to partner on press outreach.

Thank you for your time and consideration.