



Case Study

AVANT SOLUTIONS

DELIVERS IMPACTFUL REMARKS FOR A PRESTIGIOUS EVENT



Situation

The CEO of a well-known federally qualified health center (FQHC) was invited to deliver remarks during a Martin Luther King Day luncheon. Given the significance of the event and its audience, and the short timeline after a packed holiday and fundraising season, the CEO required a carefully crafted speech that resonated with the values of Dr. King and highlighted the mission of FQHCs.

Task

Avant Solutions was entrusted with the critical task of preparing a compelling speech for the CEO. The directive was clear: the remarks should be profound, reflective of the organization's values, and tailored to the audience attending the commemoration event.

Action:

- **Understanding the Client's Needs:** Avant Solutions commenced with an in-depth interview of the CEO to grasp his thoughts, feelings, and insights on the topic. This ensured that the speech was genuine and from the heart.
- **Audience Analysis:** Recognizing the importance of audience-centric communication, Avant's team conducted thorough research on the attendees to ensure the speech would resonate.
- **Customized Communication Strategy:** In line with our vision of providing tailored communication solutions, we wrote the speech, ensuring it encapsulated the essence of the CEO's and FQHC's mission, intertwined with the teachings and values of Dr. Martin Luther King Jr.
- **Training & Support:** Beyond writing, Avant provided a consultation session for the CEO, ensuring he felt confident in his delivery. A pre-recorded audio version was also shared to assist in his preparation.

Results

The CEO delivered a poignant 15-20 minute speech, touching the hearts of many and effectively conveying the essence of his organization's mission in the context of Dr. King's legacy. The feedback was overwhelmingly positive from both the CEO and the audience. The success led to subsequent invitations for the CEO to speak at other events. Avant Solutions team members also logged into the hybrid event and pulled a clip of the recorded presentation for critique to support continuous improvement.

Avant Solutions is committed to understanding pain points and delivering customized communication solutions that resonate. This case study underscores our promise and capability in living up to our vision of fostering impactful communication.

About Avant Solutions

Avant Solutions is a full-service PR/communication firm that provides customized communication strategies, media training/media relations, executive communication support and services to clients across various industries and sectors. The team has in-depth knowledge of strategic communication and public relations, serving a diverse clientele that includes federal and local government, public agencies, non-profit organizations, education, small businesses and startups. Avant Solutions belongs to the Public Relations Consultants Group, a national network of 50 award-winning independent communications and public relations professionals and consultancies, allowing reach in every market across the U.S., Canada and Puerto Rico. The firm is also part of the Goldman Sachs 10KSB Small Businesses Alumni group and the only Black woman-owned, WBENC and WOSB-certified PR/Communication firm in the State of Nebraska.

