# Content Development

Content is everywhere. How much of it do you actually watch or read? Does it tell a compelling story, profile a relevant success in a way that draws you in? Or is it just filling space?

Sims crafts content from the inside out. We listen to you and understand your goals and objectives – whether we’re writing an ongoing program, a strategic project, or a single article or marketing piece.

The difference we deliver is found in our obsession to deliver accurate, crisp, quality content. We can capture the inspiration behind an innovative company or product launch, the real-life customer success stories that will generate credibility and sales, and the essence of virtually any scenario others find hard to put into words.

We are storytellers and can help you influence audiences in ways they will remember.

See what great content can do for you by emailing us at info@simscomm.com or calling us at 770-829-4758.

# Media Relations

Sims Communications knows how the media works and how to put it to work for you.

We thoroughly understand the ins and outs of the media business and our clients' business. That keen insight enables us to execute a broad range of outreach campaigns that get results where it matters most.

Our vast experience includes award-winning stints as news reporters and publishers. We produce news announcements, articles, messaging, media training, and publicity campaigns that get noticed and generate coverage.

Whether you need ongoing management of your media and public relations program or strategic and tactical help with a project, we will deliver on the mark.

For more information about our media relations experience and results, email us at info@simscomm.com or call us at 770-829-4758.

# Media Training

Sims Communications knows how media interviews work and how to put you in complete control of them.

We know that every press interview is a great opportunity for you and your business.Take full advantage by preparing with a team that has decades of experience on both sides of the process.

We have trained CEOs of leading corporations and non-profit organizations, popular entertainers, TV show hosts, and product managers around the world. Sims can show you how to define and deliver your most important news and messages. We will teach you the interview tips and presentation techniques that get attention and coverage.

Gain the confidence you need to make the most of every encounter with the press.

To learn more about our successful media training program, email us at info@simscomm.com or call us at 770-829-4758.

# Event Management

Events should be a time to shine.

They offer the perfect platform for a product launch, a press conference, a speaking op, one-on-one meetings that seal the deal, the opportunity to boost the bottom line and even reduce the top line.

We can help you accomplish all of these things.

From pre-event planning and preparation to onsite logistics and management of each vendor and every detail, Sims Communications has what it takes to make sure you are the star of the show.

Learn more about our attention to event management details by emailing us at info@simscomm.com or calling us at 770-829-4758.

# Video Production

If a picture is worth a thousand words, a worthy video speaks volumes. It should, at the very least, engage the audience with real-life relevancy, real-life challenges and solutions.

We have covered the world, world leaders, and communities and corporations a world apart. Our unique approach to corporate video blends decades of television news experience with decades more of corporate communications expertise.

It's what sets us and our clients' videos and multimedia productions apart from the rest.

Sims Communications produces company success stories that get attention and get results. We profile companies large and small - focusing on the difference their products, solutions, and people are making in their customers' ability to operate more efficiently and effectively.

It boils down to our ability to capture on camera the essence of a customer's success, an executive's vision, an engineer's satisfaction in seeing a concept ultimately fuel a client's dream. It's all about moving an audience of decision makers to do business with your business. That's what we do.

Learn how to put an effective video to work for you. Email us at info@simscomm.com or call us at 770-829-4758.

# Raising Your Expectations

Right the first time, in time, every time

We understand you don't have the time for projects to linger or miss the mark. You need a communications partner you can trust, who listens, thoroughly grasps the assignment, digs for compelling information, resolves issues and gets it right the first time, on deadline.

Talented Expertise  
We know you want the best, most experienced people to get the job done. That is exactly how we thrive in a competitive market and why Sims Communications can ensure top-quality results. Your projects are managed from start to finish by the very people who have their name on the line and on our business.

Personalization  
There is no cookie-cutter solution to your public relations and marketing communications needs. We understand our clients’ current business challenges, workflow preferences and budget issues. Sims Communications always take a fresh, tailored approach when it comes to reaching outside and inside your company to touch an audience, share a success, launch a product or earn a headline.

Strategic Focus  
Our firm is small and nimble for a reason. We can help you tackle your public relations and strategic communications needs responsively and responsibly – with experience and attention to detail for quality results.

# Accelerating Your Project Lifecycles

You know what it’s like: You want to reach an audience quickly and effectively, but your support team doesn’t understand your business. Reviews and rewrites are eating up your time, patience, and budget.

We know how to help. That’s because the principals at Sims understand what it’s like sitting in your seat. We’ve directed public relations and marketing efforts from the inside for large and small corporations. You needed it done yesterday and clever doesn’t have to mean elaborate.

Sims relishes the big and small ideas that make a difference for our clients. As long as they are timely concepts that spur interest and action.

# Strengthening Your Team

Sims Communications knows how to help you inspire and inform.

And we’re not afraid to express a point of view, to improvise and imagine beyond the status quo. That’s why companies and organizations choose us – and stick with us.

Our clients think of us as colleagues just down the hall. They count on us day in and day out to perform at the highest level as a member of their team. The Sims team has worked on both the client and agency side for more than 20 years. We excel in the 24/7/365, no room for error communications business. Our passion is to help you thrive.

# About Us

Laura Sims

Principal

Laura Sims knows her clients inside and out. She listens, understands their business thoroughly and how to meet their communications objectives effectively.

That’s because much of Laura’s 20-years in business has been on the client side. Her experience is broad and deep and covers everything from consumer and business-to-business marketing and PR to brand and product development and sales management.

Prior to co-founding Sims Communications, Laura served as Group Publisher at UP Media Group, Associate Publisher at CMP, and National Sales Manager at Miller Freeman where she developed marketing and sales strategies, successfully grew the business of some of the electronics industry’s leading publications, conceived and launched new products and managed a global team.

Throughout her career, Laura has spearheaded successful public relations programs and initiatives for leading corporations and startups. She is responsible for strategic communications, content development, media relations, event management, brand development and product marketing for a diverse client lineup, which includes innovators in the electronics, lawn and garden, and automation industries.

Laura has a Bachelor of Arts degree in economics with a minor in communications from Wake Forest University. She is a member of several trade organizations, including the American Business Media and the Surface Mount Technology Association (SMTA).

Without question, Laura is most proud of her title as mother of her two daughters.

Paul Sims

Principal

Drawing on 30 years of television news reporting and corporate communications experience, Paul Sims currently provides strategic, tactical and creative support to leading companies in a wide range of markets.

He understands the challenges that come with tight deadlines and budgets. Paul has directed public relations departments for some of the most innovative businesses in the world. His experience is deep on both the client and agency side. Paul served as national public relations manager at MCI prior to his post as vice president and group manager at the Cohn & Wolfe agency, where he headed up the 1996 Olympics PR teams for AT&T, Bausch & Lomb and Georgia Tech. Paul also served as director of public relations for Scientific-Atlanta.

With 12 years as an award-winning television journalist under his belt, Paul also knows how to package content – from press kits, releases, and videos to articles and case studies – to capture audiences and garner coverage.

His work has led to local, national and international press coverage of client initiatives. Leading publications and broadcast networks, from the New York Times, Wall Street Journal, CNN, Today Show, CNBC, Fox News, ESPN, and The Tonight Show to Business Week, Multichannel News, Telephony, Wireless Week, Bloomberg, Southern Living, Better Homes and Gardens, Fortune and Forbes, have all run stories and segments pitched, coordinated or written by Sims.

Paul is a creative storyteller, who can generate engaging and compelling content to profile success and drive awareness and sales.

Paul’s biggest success story is his wife and family who live in Atlanta.