

Convene and Feintuch Communications Win Three Awards from PRSA-NY including First Time Award for Best Business/Campaign Outcomes

NEW YORK, May 28, 2014 /PRNewswire/ -- Convene (www.convene.com), the nation's fastest growing conference center network, and Feintuch Communications (www.feintuchcommunications.com), a boutique strategic relations firm, won three awards from the New York Chapter of the Public Relations Society of America (PRSA-NY) in its annual 2014 Big Apple Awards competition.



The two firms were honored for their 2013 campaign called *Reinventing the Off-Site Meetings Industry through the Use of Human-Centered Design*. They earned two Big Apples (the highest recognition) and one honorable mention:

- Big Apple: Reputation & Brand Management: Campaigns with Budgets of \$100,000 or Less
- Honorable Mention: Marketing Business-to-Business: Campaigns with Budgets of \$100,000 or Less
- Big Apple: Best Business/Campaign Outcomes

The award for Best Business/Campaign Outcomes is the first award of its kind by PRSA-NY and is part of the organization's strategy to encourage and recognize public relations campaigns whose success are measured by strategic results other than press clippings and broadcast segments.

"Our PR challenge was complicated in that we simultaneously changed our brand name and set out to communicate a new business paradigm to the off-site meetings industry. Our team utilized primary research we conducted, as well as its own secondary research, to develop a smart PR plan to communicate to our many target audiences," said Ryan Simonetti, co-founder and CEO, Convene.

"We're very proud of Convene's in-house marketing team, led by Maya Stanic, director of marketing and brand development, and our partners at Feintuch Communications, for their outstanding efforts to win these prestigious awards from PRSA-NY."

"Our 2013 PR plan focused on helping Convene obtain strategic coverage in key meetings and real estate trades as well as business media while earning several major industry recognitions," said Henry Feintuch, president, Feintuch Communications. "The integrated campaign helped impact Convene's bottom-line. Numerous business leads were generated helping Convene increase revenues by 21 percent compared to 2012. And, by stimulating interest and excitement in a stodgy category, we helped to pre-sell Convene's \$10m funding round within a month of the round's opening.

"Our partnership with Convene continues in 2014 to focus on increasing its bookings while introducing the company and its unique off-site business meeting offerings to additional markets in the U.S."

The Big Apple competition recognizes excellence in public relations. This year's competition attracted a record 230 campaign entries and was open to all public relations professionals in New York, New Jersey and Connecticut for programs created in 2013 and implemented throughout the United States. For a campaign or program element to be eligible, most of the actual work had to be done by professionals in the tri-state area. All of the campaigns and program elements were judged by a panel of 88 judges comprised of experienced, senior level public relations practitioners, representing a broad range of disciplines. A complete list of winners can be found online at www.prsany.org.

About Convene

Convene (www.convene.com) is the leading developer, owner and operator of urban day conference centers in the United States. Its full suite of business services includes meeting and collaboration space rental, "room service building catering," audiovisual and conference planning support. Offered through various lease, joint venture and management arrangements, the company partners with landlords and tenants to enhance the quality of commercial office buildings and improve the workplace experience through better service and space design.

About Feintuch Communications

Feintuch Communications (www.feintuchcommunications.com), based in New York City, is an award-winning, strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance (www.PRWorldAlliance.com), the firm specializes in B-to-B

and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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