



Behind The Red Door: Unlock Your Advocacy Influence And Success

Karen B. Moore

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Unlock Your Influence and Success

Eye-catching, bold, and welcoming: a red door is all of these things. But is your organization reflective of such traits? Karen Moore, founder and CEO of Moore Communications Group, is redefining advocacy and can help you influence public policy, drive your business objectives, and foster engagement in your brand equity. In behind the RED DOOR , Karen Moore provides you with the knowledge and tools to:

- understand the value of advocacy engagement for your organization
- build your organization's advocacy plan
- mobilize advocates for success
- set advocacy goals and subsequently measure their success
- enhance your brand equity and viability through advocacy efforts

Regardless of the goals within your organization, advocacy is the key to unlocking your success. So turn the first page . . . open the red door!

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