




**C B K**

PUBLIC RELATIONS

ESTD 2023



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RELATIONS**

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# ABOUT CBK PR

## CBK PUBLIC RELATIONS

CBK Public Relations is a woman-owned agency based in Victoria, British Columbia, dedicated to helping businesses succeed. At CBK Public Relations, we believe in the power of effective communication to build strong, enduring relationships with stakeholders. Whether it's through media, customers or employees, we're here to help you craft and deliver messages that resonate.

With a comprehensive suite of services from communications planning and media relations to social media strategy and event planning, we're committed to elevating your brand's presence and engagement. Allow us to show you how our tailored approach can make a difference in your communication strategy.



# OUR TEAM



## KIMBERLY VAN NIEUVENHUYSE

Kimberly Van Nieuvenhuyse is the founder and executive director of CBK PR.

She has more than a decade of experience in communications and has worked in not-for-profits, government and private industry, including Global Television, the Art Gallery of Alberta, Alberta's NDP Caucus and the Government of Alberta.



# SERVICES OFFERED

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Our agency specializes in a range of services designed to meet all your communication needs:

## **COMMUNICATIONS PLANNING**

Developing strategic plans that align with your business goals.

## **MEDIA RELATIONS**

Building and maintaining strong relationships with the media to ensure your story is heard.

## **CONTENT DEVELOPMENT**

Crafting compelling content that engages and informs your audience.

## **SOCIAL MEDIA STRATEGY & CONTENT**

Creating dynamic social media plans and content that boosts your online presence and engagement.

## **VIDEO PRODUCTION**

Producing high-quality videos that tell your story in an impactful way.

## **EVENTS**

Organizing memorable events that connect with your audience and leave a lasting impression.



# OUR APPROACH

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CBK Public Relations was founded on the belief that clear, effective communication is the cornerstone of success. We are passionate about creating strategies that foster strong connections, enhance brand visibility and drive results.

Our approach begins with understanding your unique needs, followed by strategic planning, execution and continuous evaluation to ensure we're meeting your objectives and adapting to changing dynamics.

Our commitment to personalized service and our strategic approach sets us apart. We're not just another PR agency; we're your partner in success.



# READY TO GET STARTED?

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It all begins with a conversation. Reach out to us, and let's discuss your needs and how we can support your goals.



[WWW.CBKPR.COM](http://WWW.CBKPR.COM)



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