

bia SERVICE PORTFOLIO

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SERVICES

bia isn't your average strategy team, they're the masterminds behind ideas that convert passion into impact. Bianca Cervantes leads the team, with a superhero skill set in journalism, marketing, and an innovative leader in workforce and economic development. **bia**'s secret sauce is their ability to turn complex strategies and visions into award-winning campaigns, streamlined projects, and effective upskilling.

01. **bia** BLUEPRINT



02. **bia** VISION LAB



03. **bia** PATHWAYS



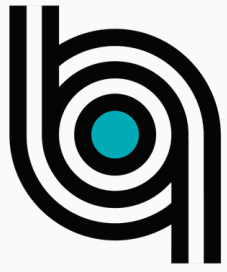
04. **bia** PRESENTS



05. **Connect**



bia BREAKTHROUGHS
INVOLVE
AUDACITY

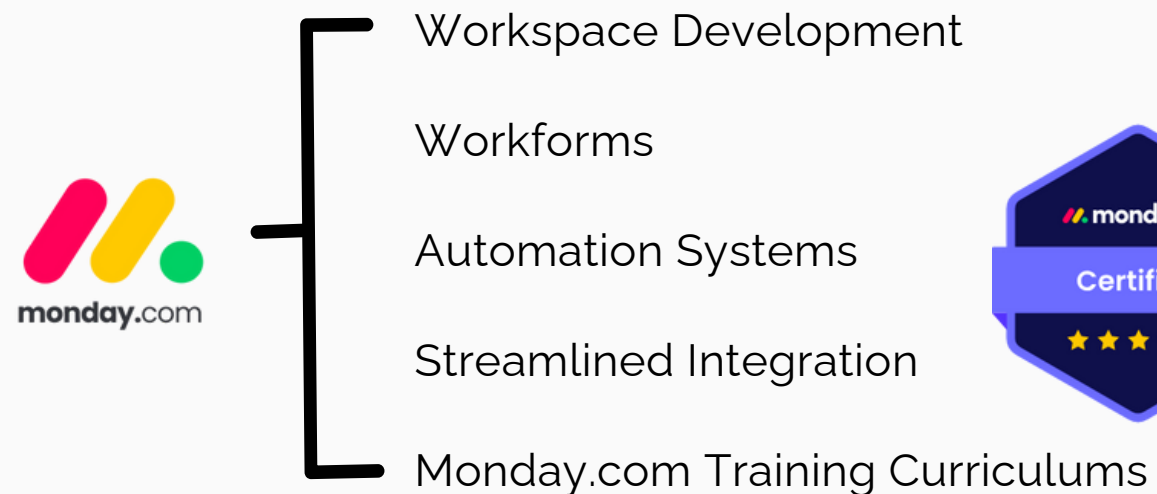


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bia BLUEPRINT

bia BLUEPRINT is your strategic powerhouse, dedicated to transforming your organizational strategies, operations, and project management into a seamless, high-functioning ecosystem.

What We Do:



Project Management

With **bia BLUEPRINT**, we know that the key to success is having a rock-solid plan in place. That's why we're here to help you craft a customized operational strategy in organizational frameworks that's tailored to your unique needs and goals. Our approach is all about combining innovative, big-picture thinking with practical, boots-on-the-ground solutions that will help streamline your processes, boost your efficiency, and supercharge your productivity. Whether you need help revamping your operational structure or tackling complex projects, we've got you covered. With our expert guidance and attention to detail, you can be confident that your projects will not just be completed, but executed to perfection.



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At **bia PATHWAYS**, we are dedicated to bridging identity with advancement. Our educational philosophy is simple yet profound: true learning starts by aligning learners' deepest purposes with their career goals, fostering motivation and paving the way for lasting success.

What We Provide:

Holistic Support Resources

Customized Learning Paths

Personal Development

Workforce Development Consulting

Life & Work Upskilling

Career Coaching & Advancement Tools

Master's in Education principles

bia PATHWAYS prides itself on an approach that embraces Maslow's hierarchy of needs, emphasizing that meeting basic physiological and safety needs is crucial before advancing to self-actualization. We understand that many of our learners face challenges that could hinder their progress—challenges like unstable home environments or financial insecurities. By holistically addressing these essential needs first, we lay a solid foundation for all learners to thrive upon.

We also incorporate straightforward psychological principles to better connect with each learner's unique personality and aspirations. This means our instructor methodology and train-the-trainer modules are designed to recognize and respond to the diverse emotional and psychological landscapes of our learners. By employing simple, effective communication and teaching strategies that resonate on a personal level, we help learners explore and integrate their identities with their career paths.

At **bia PATHWAYS**, education is transformative, respecting and nurturing the whole person. Our programs are designed not only to prepare learners for a successful career but also to help them understand and fulfill their potential in all areas of life, launching new generations cycles of prosperity.





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In the world of **bia VISION LAB**, outreach is not just a function – it's an art form. Our focus is on creating a masterwork that strategically combines our services tailored to the DNA of both project objectives and target audiences while maintaining passion and compliance.

What We Do:

Brand Development & Brand Journalism

Public Relations

Marketing Strategy

Data Visualization & Storytelling

Multimedia Production

Campaign Strategy

Presentation Design

Buckle up and get ready to launch your brand into the attention stratosphere with **bia VISION LAB**! We're the masterminds behind marketing magic, using a mix of workforce and economic development brainpower and imagination to help your brand connect with its multiple audiences in a way that's unforgettable. From crafting a unique brand identity to whipping up clever campaigns that speak to your customer's soul, we've got the tools to take your brand from "meh" to "amazing." Using our cutting-edge digital marketing techniques, we'll help you create content that your customers will love, and strategies that will make your competitors green with envy! Our mission is simple: to make your brand not just visible but memorable, delivering an impact that will stick with your audience for ages!



IEDC

Annual Report - Looking Back at 2020

Print Brochure - Coloring Book 2021

Annual Report - Powering into 2022

Campaign: Ride the Summer Wave Job Fair 2022

Multimedia: Off the Clock TV Series 2023

TEDC

Excellence in Economic Development:

Rise & Grind Youtube Series

Workforce Wednesday

Award-Winning projects were directed by bia's founder, Bianca Cervantes



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bia PRESENTS

bia PRESENTS is your one-stop-shop for creating the kind of event that leaves your attendees inspired and energized. Whether you're looking for event management, public speaking, panel design, or event architecture, we've got you covered with our **bia** impact imprint.

What We Do:

Public Speaking Services - Keynotes,

Speechwriting, Talent Coordination

Workshop Development

Event & Engagement Design

Event Management

Public Relations Coordination

With **bia PRESENTS** by your side, your presentations and conferences will have the POP to make Powerpoint jealous, thanks to our workshop wizardry that'll bring any conference room to life. We know events are more than just a gathering; they're an opportunity to connect, create, and inspire. That's why our team combines logistical precision with creative genius to create events that are engaging and unforgettable, no matter their size. From intimate gatherings to grand-scale conferences, our public speaking and panel design expertise ensures your message is clear and impactful, leaving your audience in awe. With **bia PRESENTS**, your events will be more than just an occasion; they'll be an experience that amplifies your brand's presence and impact. BIA's founder, Bianca Cervantes has experience supporting and speaking at conferences, press conferences, workshops, roundtables, and events with the following partners:



THANK YOU

CLIENTS & PROJECTS



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