



CARYL
COMMUNICATIONS
PUBLIC RELATIONS & MARKETING

Got Events? Don't Forget the PR

Did someone say event season? Yes, it's here. And the stepped-up volume of in-person professional gatherings – from large-scale conferences, to invite-only open houses, to grand openings and groundbreakings, and much more – has us reflecting on the role public relations can play in moving the needle on event ROI. Beyond hiring a great caterer, inviting all the right people and, of course, ordering up a sunny, 75-degree day, here are four reasons why PR should be part of your event checklist. [**Read more >>**](#)



On That Note, Check These Out

Our clients' connections, thought leadership, and passion for education and industry never fail to impress. Take a look at these newsworthy events – coming soon and open to the public!

May 24: NAIOP New Jersey **"Transformational Leadership: The Workforce of Tomorrow"**
(56@Roseland, Roseland, N.J.)

June 6-7: INX22 – the inaugural **Innovation kNowledge eXchange** (American Dream, East Rutherford, N.J.)

New Clients

A warm welcome to the latest additions to the Caryl Family.

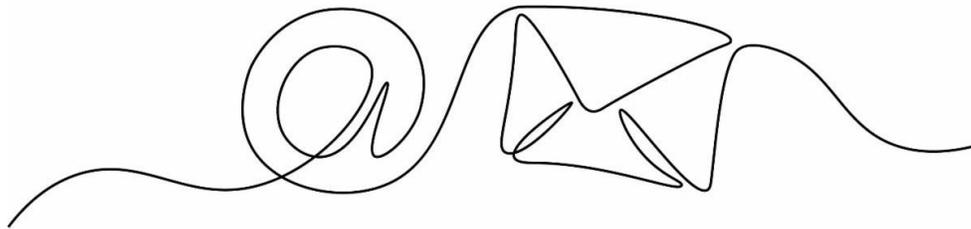


The Reward of Awards

For business and nonprofit professionals alike, an award delivers a host of rewards well beyond a shiny plaque on the wall. Respected honors – from must-read publications, to key trade organizations, educational institutions and more – raise profiles, enhance reputations and position winners as industry-leading experts. [Learn more>>](#)

Speaking of Recognition...

It's always gratifying to be recognized for work well done. This spring, Caryl Communications was honored by Mid Atlantic Real Estate Journal (MAREJ) as Best PR/Communications Firm. We're so proud of this wonderful testament to the Caryl Communications team AND our perpetually newsworthy CRE clients.



As always, we would love to hear your latest news! Reach out to Sandy at **sandy@caryl.com** to schedule an in-person or virtual catch-up.

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