

Effective Communication Takes Accurate Research, Expert Analytics and Skilled Strategy

ArcPoint Strategic Communications

Christine Dunn, founder and president of ArcPoint Strategic Communications, says successful communication is more than just creating a public image. It means honing business strategy to align with a company's goals and presenting these key elements in an effective thought leadership platform.

"I want my clients and my team to think big," says Dunn, who has over two decades of experience in journalism, public relations and branding. "When you value leadership, creativity and innovation, it allows you to be creative in your work and embrace innovation in yourself and others."



ArcPoint partners with clients to understand their business model, define their story and then build a successful communication strategy to meet their goals.

Talented Group of Professionals Creates Winning Approach

With her team of nine communications, research and marketing professionals, Dunn says ArcPoint offers a full range of services. These include media strategy, research, public relations, writing and editing, executive training, and marketing for a diverse set of clients representing industries from technology and biotech to consumer services.

ArcPoint's analytical approach to communications strategy brings its clients a unique perspective on how to reach both external and internal audiences with a more effective message.

"We want our clients to think strategically about how they're telling their story and why. We want to be thoughtful and credible. It's a noncommodity approach in a commodity industry," says Dunn.

The firm also offers communication workshops to train corporate leaders in the skills they need to achieve a results-driven message. These include sessions on Creating an Executive Newsroom™, Twitter for CEOs™, and building brand awareness and public interest through news stories.

A former Boston bureau chief for Bloomberg News, Dunn has developed and



Christine Dunn

launched two successful public relations ventures and amassed an impressive list of national and international awards and honors for her work. Many of her clients have worked with her for nearly a decade.

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– Christine Dunn, president and founder

She is quick to point to her team at ArcPoint as the reason for her success, however.

"I would not be able to do this without them. We are a close-knit team who take ownership of our clients' mission, vision and goals. We are always looking at the strategic function of communications and how we can enhance it to help our clients achieve their goals."



50 Leonard St., Suite 2C | Belmont, MA 02478 | 617-484-1660

arcpointstrategy.com