



## PRESS RELEASE

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### **BRIEFING INDUSTRY WELCOMES GOPROBRIEFINGS.COM**

*A NEW CONSULTING AND TRAINING COMPANY THAT AIMS TO ACCELERATE THE PACE OF EXECUTIVE BRIEFING AND CUSTOMER EXPERIENCE PROGRAM DEVELOPMENT*

**April 12, 2022: ABPM Spring Conference, Santa Clara, CA, USA**– **GoProBriefings.com** announces the launch of its brand-new consulting and training company.

Transformational Briefing Program Leaders and Experts, Pamela Evans and Candie Hurley are teaming to provide consulting, training, coaching, and mentoring services to clients who wish to build, scale, or up-level their briefing and/or customer experience programs. As a result of decades of briefing industry experience, Partners Pam and Candie offer expert guidance that can expedite a program’s journey toward achieving World Class program status.

“Whether a company is establishing its first Executive Briefing Program or is reimagining its existing program, GoProBriefings.com can help accelerate the process and achieve business results in a compressed timeframe. That’s why we call ourselves “Briefing Accelerators”. I’m delighted to be working with Candie to help our briefing professional clients up their strategic game and demonstrate program value to the executive management team.”, said Pam, Principal and Consultant.

“We’re working with briefing programs every week and have insights into trends, best practices, and skill sets that can help every program move towards world-class. It’s exciting to help them apply these industry-wide strategies in their own teams”, commented Candie, Consultant and Trainer.

We offer a variety of flexible, customized offerings in the scope of:

- Gaining Executive Buy-in
- Starting a new Program
- Training your Team
- Marketing your Program
- Benchmarking your Program
- Creating more Business Value

GoProBriefings.com can take a program from “Zero to Sixty” at any starting point depending on where a briefing or customer experience program journey happens. Our team’s experience will guide you in areas of program leadership, strategy, operations, and innovative thinking. If your company has exciting new opportunities ahead where we can be of service, please contact us – see details below.

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