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GLOBAL RESULTS COMMUNICATIONS LAUNCHES PR 360 PROGRAM IN CELEBRATION OF 15-YEAR ANNIVERSARY

Award-winning PR agency celebrates milestone, introducing new initiatives designed to educate, inform and inspire future and current communication professionals

SANTA ANA, Calif., February March 2, 2020 – [Global Results Communications \(GRC\)](#), an award-winning, full-service public relations powerhouse focused on high tech and all the verticals it touches, celebrates its 15-year anniversary, launching PR 360, the ultimate place where unique perspectives of the public relations industry are learned and shared through podcasts, workshops and mentor sessions—all presented on GRC's newly redesigned [website](#).

“It’s very fitting to celebrate our 15-year milestone at the start of a new decade,” says Founder and CEO Valerie Christopherson. “We have much to be grateful for and more to share. It’s part of the reason we are focusing on giving back to the communications profession, with offerings that allow people at all stages of their career to take a deep dive into PR and gain a competitive edge.”

In addition to the new website, which features a streamlined, modern design, the PR 360 program includes:

- **Workshops**

College students interested in learning about public relations are invited to attend a bi-annual workshop hosted at GRC’s headquarters in Orange County, California. Attendees learn about every aspect of PR and gain a clear understanding of concepts and techniques through lectures, case study presentations, discussions and group exercises. The workshop is free and includes an agency tour, lunch, Q & A, campaign workshops and more.

- **Mentorship Sessions**

Once per quarter, GRC offers a free mentorship session, with each focused on a specific topic such as media relations, high-impact writing, campaign development and client relations. These 90-minute sessions will give that competitive edge for both college student just starting their career and pros working toward the next stage.

- **Weekly Podcast**

For those who wonder what it takes to create a successful public relations campaign, deal with a crisis or navigate a career in tech PR, GRC’s weekly PR360 podcast features the best public relations talent in the tech industry who share their journeys, stories and insights.



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To learn more about GRC and PR 360 visit: www.globalresultspr.com

ABOUT GRC

Global Results Communications (GRC) is an award-winning, full-service public relations firm focused on elevating the public profiles of its clients worldwide. With expertise in the technology industry and all the markets tech touches, GRC is renowned for interpreting complex concepts and leading-edge ideas with insight and intelligence, and in a distinct brand voice that is consistent, clear and engaging. Trusted by both entrepreneurs on the cusp of new discoveries and multi-billion-dollar enterprises breaking new ground, GRC adheres to the highest standards while developing targeted communications strategies that dramatically enhance market presence and performance on a global scale. For more information please visit: www.globalresultspr.com. Follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#). Call GRC at +1 949-306-6476.

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