

Alchymia Communications®

Alchymia (*pronounced al-kem-ee-ya*) Communications LLC is a privately owned public relations firm, based in Ashland, Oregon, that is focused exclusively on providing marketing-based and market focused PR services to the scientific, pharmaceutical, life- and chemical-sciences industries, academia, scientific instrument manufacturers and vendors, consumable suppliers, consultants and laboratories that service or support these industries.



Owner and founder, Doug Forsyth was formerly global PR manager for Hewlett-Packard and later Agilent Technologies' chemical analysis and life sciences business from 1991 to October, 2002. His many years developing and implementing strategic, marketing-focused and market-driven PR programs for HP and Agilent, now enable him to help clients develop and implement the kinds of PR programs they want and need.

At Alchymia we strive to help our clients establish or maintain:

- ★ Market differentiation and positioning
- ★ Ownership of desired perceptions in customer's minds
- ★ Prospect and customer buying preference
- ★ Competitive advantage
- ★ Positive company impressions
 - ◆ Awareness and recognition
 - ◆ Trust and credibility
- ★ Resilience to market or company crisis
- ★ Supporting the highest possible market tolerance for price
- ★ Increased profit margin
- ★ Strategic alliances with market leaders
- ★ Investor confidence
- ★ Employee attraction and retention

Relationships are important to us and we take great pride in those we have built over the years with many key editors and correspondents in the trade, e-zine and business press. We also deeply value the relationships we have with our clients and strive daily to provide them with best and most valued PR services. At Alchymia we aim to strike a careful balance of managing client expectations with those of their target audiences and delivering strategic information in a timely effective manner to build their company's reputation.



In short, Alchymia strives to help its clients work with the media and through the WWW to maximize the quality and quantity of their press coverage and as a result, create the positive perceptual mindsets that can be reinforced or leveraged by follow-up advertising. Because of this advantage, our clients have the ability to potentially become more relevant than their competitors, to claim and defend credible prime market positions and move more quickly to realize their full business potential.

Alchymia Services

Services that we provide to our clients include:

- ★ Corporate publicity that contributes to brand development
- ★ Positioning, differentiation and message development
- ★ Leveraging the PR value of the internet and WWW.
- ★ Development of strategic, focused, market-driven PR plans
- ★ Creating press releases, press kits, backgrounders, and drawer statements
- ★ Tracking editorial calendars and trend story opportunities
- ★ Writing and placing new product and application articles in the trade press
- ★ Setting up press interviews; organizing press conferences and media events at trade shows such as Pittcon, et al.
- ★ Press tour planning, scheduling and execution
- ★ Identifying speaking opportunities and sourcing participation on media panels
- ★ Pitching story ideas to the business press
- ★ Crisis or change management support
- ★ Organizing media training for key spokespeople and executives
- ★ Organizing the development and issuing of video news releases

How to Contact Alchymia:

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Forsyth is a member of the International Association of Business Communicators (IABC).

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