



## Hunter Public Relations Connects Stakeholders and Supports Company Expansion With GlobalMeet® Audio

Hunter Public Relations is an award-winning consumer products public relations firm with offices in New York and London and a strategic footprint in markets across North America. Beginning with research-driven consumer insights, Hunter PR executes strategic public relations programs that build equity, increase engagement and drive measurable business results for branded consumer products and services. Hunter PR uses a powerful blend of traditional publicity, social & digital media outreach, strategic partnerships and influencer seeding to reach the hearts, minds and spirits of target consumers.

Founded in 1989 as a PR agency specializing in food and nutrition, Hunter PR has grown into one of the most respected mid-size marketing communications firms in the country, with more than 100 full-time staff professionals. Practice areas include the food and beverage, home and lifestyle, and health and beauty industries. Hunter PR proudly serves a broad range of esteemed companies and brands in each of these sectors. In fact, Hunter's work has led to some of the most enduring client relationships in the business: Hunter PR has worked with Tabasco Pepper Sauce for 28 years, 3M for 20 years and Johnson & Johnson for 10 years.

Communication is at the core of Hunter's business, and they rely on GlobalMeet® Audio conferencing to maintain hourly

communications with staff, clients, vendors, media, influencers and partners around the globe. They made over 21,000 GlobalMeet Audio conference calls in 2016.

As the firm continues to grow, GlobalMeet Audio also plays a key role in office expansion efforts. Connecting and collaborating with real estate stakeholders, firm partners and contractors has been crucial in their planning process for a new space set to open by 2018.

### Staying Connected with GlobalMeet Audio

Hunter PR implemented one of PGI's enterprise conferencing tools, GlobalMeet Audio, to communicate with clients, collaborate with internal teams and share knowledge with dispersed employees. When asked about their experience, Hunter PR had the following to share:

### Easy Connectivity

In an effort to ensure high productivity for employees, Hunter relies heavily on GlobalMeet Audio's quick connection. The ability to be up and running in a few clicks is important to the company, as missed time often results in missed dollars for the public relations powerhouse. "Everything has to be easy and done quickly, and GlobalMeet Audio meets that requirement for us every time," remarks Operations Manager and longtime employee Chad Pearson.

## Seamless Setup

With every new employee that walks through Hunter's doors, GlobalMeet Audio credentials are easy to distribute and manage. No-fuss set-up and simple credentials ensure a successful onboarding experience for new hires. If an employee moves on from Hunter, their credentials and meeting invites are easily transferable. Additionally, employees are thrilled with the solution, citing zero issues with audio quality and meeting maintenance. "In my role, I receive multiple calls regarding equipment and/or software issues, and GlobalMeet Audio is never the source of those complaints," Pearson notes.

## Meetings Anywhere

Hunter PR is moving towards a more remote workforce in the next 1-3 years, and believes GlobalMeet will be a key driver in making that adjustment not only doable, but also successful. New York-based account teams are also able to connect and collaborate with their clients, reducing on-site meetings that can become costly to attend. This has also made an impact on their ability to effectively manage projects and deadlines with their employees across the US and UK. For those unable to join meetings, the company utilizes the on-demand recording feature to send replays.

## Unmatched Customer Service

Hunter PR credits PGI's customer service, both inside and outside of the meeting, as one of the most important factors for remaining a loyal PGI customer. Reliable, 24/7 in-meeting support is available during every call and PGI's account team is a quick phone call away. Pearson has been impressed by his experience thus far, adding, "I deal with a lot of vendors and it's rare that I spot one with such quality customer service. Our relationship with PGI has exceeded my expectations and made the process a complete delight. I can't recommend them enough."

## Global Coverage

The firm's continued success has put their Operations team knee-deep in a large office expansion, to keep up with demand in the New York market. Whether they decide to lease additional space or expand their current one, Hunter relies on PGI's global coverage to bring all stakeholders on the line in a pinch. Pearson adds, "When we want everyone on the line at the last minute, GlobalMeet is our go-to. It keeps us on task and saves us dollars. Without it, we wouldn't be nearly as productive or be able to meet our deadlines."

### About Premiere Global Services, Inc. | PGI

PGI is the world's largest dedicated provider of collaboration software and services. For more than 25 years, our broad portfolio of products has served the end-to-end collaboration needs of enterprises. Accessible anywhere, anytime and on any device, PGI's award-winning collaboration solutions drive productivity and teamwork for approximately 45,000 customers around the world. To learn more, visit us at [pgi.com](http://pgi.com).