

A portrait of Karen B. Moore, a woman with blonde hair, smiling, wearing a teal shirt. The background is a solid dark red color.

Karen B. Moore

CEO. AUTHOR. SPEAKER.

SPEAKER KIT

Karen is an author, speaker and CEO and founder of Moore. For more than 20 years, she has helped companies and organizations harness their power to affect change and achieve business goals through advocacy. Delta, The AIDS Institute, Ford Motor Company and PhRMA are just a few of the clients who have entrusted their advocacy success to Moore and her team.

A dynamic and engaging public speaker, Karen empowers leaders to integrate advocacy into overall business strategy, regardless of the industry, from keynote presentations to customized trainings. Attendees discover how advocacy can be used to increase revenues, engage in new markets, mitigate threats, enhance corporate brands and affect public policy. Karen provides inspirational stories of everyday people who used their voice to make a difference and shares her blueprint for cultivating relationships with loyalists and champions.

Karen has addressed more than 450 organizations on topics including leadership, entrepreneurship, advocacy, crisis communications, marketing, and networking. With her methodologies, organizations build influence and distinguish themselves from the competition.

ABOUT THE BOOK

Behind the Red Door: Unlock Your Advocacy Influence and Success

In feng shui, a red door signifies “welcome,” a place where energy enters. The color red means energy and strength, power and passion. It means action and is often a differentiator. When you incorporate that strength and passion into strategic advocacy engagement, you create results for your organization.

ADVOCACY: MORE THAN A TOOL ON “THE HILL”

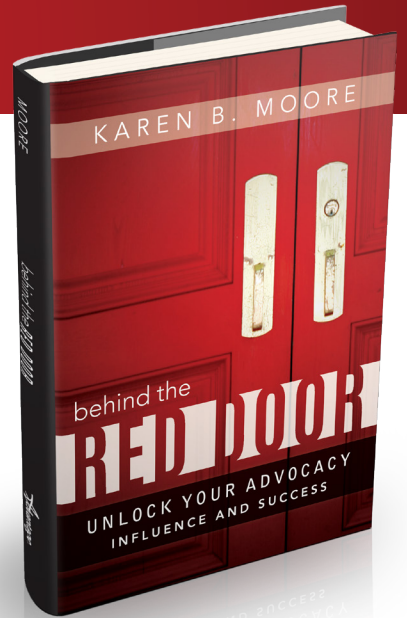
Behind the Red Door explains why advocacy is no longer just a tactic used in political campaigns. Today, it is about solving issues and affecting change – inspiring collaboration between nontraditional allies who are coming together to accomplish mutually beneficial goals. It’s highlighting issues and supporting causes; it’s integrating advocacy tactics with marketing strategies designed to influence decision makers and to change public policy. Advocacy is the differentiator.

Karen provides a road map for advocacy implementation through:

- Building an advocacy plan framework
- Creating and utilizing a brand
- Building and mobilizing internal and external stakeholders
- Using social media
- Dealing with crisis communications
- Measuring results

UNLOCK YOUR ADVOCACY INFLUENCE AND SUCCESS

Whether you run a small nonprofit or a major corporation, this book will help you prepare an advocacy plan that moves your target audiences into meaningful action.



“Karen Moore is the top advocacy powerhouse. From impactful messaging to effective grassroots activities, she is the best in the business. Her strategies are powerful, and the results are guaranteed. If you could read only one book before engaging in advocacy, this is the must-read primer.”

- RENE RODRIGUEZ, MD, *President of Salud USA*

“Karen Moore is a master communicator and connector, and in the world of advocacy, that’s priceless. No one is better at bringing people together, educating and inspiring them, and leading them to achieve great things. As a nonprofit organization, we rely on partnerships to help us achieve our goals and communicate our issues, and Karen is an expert in developing and maintaining these strategic alliances.”

- MICHAEL RUPPAL, *Executive Director of The AIDS Institute*

FULL BIO ABOUT THE AUTHOR



KAREN MOORE

KAREN MOORE is an author, consultant, speaker, and founder and CEO of Moore. In nearly three decades since she began the firm, Karen has amassed an astonishing amount of success on behalf of state and national clients. An advocacy expert, Karen has successfully built a vast array of state and national coalitions, impacting important legislative issues. She has shaped conversations surrounding critical patient access policies using a smart mix of grasstops, grassroots and strategic alliance development efforts. With a passion for economic development, health care and education initiatives, she brings various viewpoints together to help form common objectives and unified solutions.

As an entrepreneur and industry thought leader, she is highly sought after for her integrated communications and crisis communication counsel.

Karen has conducted media and advocacy training sessions for Fortune 500 companies, elected officials and national associations. A distinguished public speaker, she has addressed more than 450 organizations on topics such as advocacy, media relations, strategic planning, crisis communications, marketing and networking. Karen sits on the board of directors of many organizations, and recognition for her work has brought her numerous honors, including the Distinguished Leader Award of the National Association of Community Leaders.

She is one of fewer than 150 individuals in the nation who holds both an Accredited Public Relations (APR) and Certified Public Relations Counselor (CPRC) designation.

In addition to her personal achievements, Moore has been named to Inc. Magazine's Inc. 5000 list of the "Fastest Growing Companies in America," honored by Florida Trend Magazine as a "Best Company to Work For" and recognized by PR News as a "Top Place to Work in PR." The firm is one of the largest and top-ranked public affairs, healthcare, branding and multicultural and diversity marketing firms in the nation. The company has received more than 500 state and national awards for its campaigns. In her best-selling book, *Behind the Red Door: Unlock Your Advocacy Influence and Success*, Karen helps decision makers and others understand why advocacy is a vital tool for their organization, regardless of their specific industry. Karen presents readers with a comprehensive look at the application of advocacy that includes building an advocacy plan framework, creating and utilizing a brand, building and mobilizing internal and external stakeholders, using social media, handling crises, and finally, measuring results for advocacy campaigns.

"Karen Moore is among the most innovative and strategic professionals in the communications industry and is setting a new standard for what advocacy means. With a true passion for advocacy, Karen empowers those that she interacts with in a tremendously thoughtful manner. Her ability to make connections with determination allows her to shape the conversation with engaged voices, leading the charge surrounding our most critical patient-access issues. Her insights and guidance are well recognized and sought after by the individuals and organizations across the industry."

- SCOTT LAGANGA, Senior Vice President of Advocacy and Strategic Alliances,
Pharmaceutical Research and Manufacturers of America (PhRMA)

SPEAKING TOPICS/PROGRAMS

REDEFINING THE HERO

One person can make a difference. In today's contentious political climate, we often feel powerless, but the truth is elected leaders still listen to their constituents. Advocacy success requires harnessing your passion through an effective strategy. Karen shares her roadmap for advocacy and inspires with stories about everyday people who changed the world for the better. Attendees will explore:

- Creating and mobilizing champions
- Speaking with a unified voice
- Collaborating with allies
- Building relationships with elected leaders

UNLOCK YOUR ADVOCACY SUCCESS

Advocacy is no longer just a tactic used in political campaigns. It is about solving issues and affecting change – inspiring collaboration to support causes and rally for brands; it's integrating advocacy tactics with marketing strategies designed to influence decision makers. Whether your goal is to increase revenue, mitigate threats or strengthen your corporate brand, advocacy is key. Karen discusses trends and provides strategies for success including:

- Incorporating advocacy into overall business strategy
- Using social media and nontraditional partnerships to achieve goals
- Understanding audiences' expectations for transparency and responsibility

KEEP YOUR EYES ON YOUR OWN PAPER

Credit a fourth grade teacher with providing an important business lesson at an early age, "Keep your eyes on your own paper." As business leaders, how much time do we waste chasing the competition? The focus, instead, should be inward. How can we be more innovative? How can we identify champions for our brand and products? How do we create a culture of teamwork, creativity, and empowerment? Karen discusses ways to leave the competition behind by:

- Creating an environment that fosters innovation
- Meeting consumers' demand for corporate social responsibility
- Developing your own benchmarks for success

RACING TO THE RED

The red door is a differentiator. It signifies welcome, energy and passion. It means action. Success in branding means differentiating yourself. A brand is not your logo; it's not your identity; it's not your product. A brand is the gut feeling someone has about your company, product or issue. Karen shares strategies for making your organization or campaign stand out by:

- Assessing your brand
- Engaging stakeholders to help shape your brand
- Nurturing and strengthening your brand over time

SPEAKING TOPICS/PROGRAMS

INFLUENCING PUBLIC POLICY

Coalitions and advocates need to consider certain factors before delivering their message to elected officials. In this presentation, Karen takes a deeper dive into the how-tos of engaging state and federal elected leaders. She shares practical strategies and lessons learned from more than 20 years of successful experience. Attendees will learn about:

- Creating an effective and impactful briefing kit
- Answering the “why” — how to conduct and frame conversations
- Follow-up and relationship cultivation
- Mistakes to avoid

ADVOCACY ROADMAP

Too often, organizations think an advocacy plan must be 30 or 40 pages long. It doesn't have to be lengthy to be powerful. It doesn't have to be complicated, but it must have structure. Explore the strategic components of a successful advocacy plan and learn how to implement these steps within your organization. Karen will work with you to develop your strategic advocacy roadmap. You will:

- Set goals and objectives
- Identify target audiences
- Choose strategy, tactics and tools
- Measure success

DON'T SLAM THE DOOR

Some of the greatest opportunities and best advocates for your cause are right under your nose. Discover your champions and open the door to their involvement through stakeholder mapping. Discuss strategies for bringing diverse voices together to supercharge your advocacy efforts. Mobilize champions to share your story through social media and other tools. Attendees will explore:

- Identifying and locating champions and natural allies
- Building capacity for advocacy efforts
- Choosing an organizational model that matches your efforts

I DRAW THE LINE AT FLIP-FLOPS

Corporate culture is a major part of advocacy success. Employees can be an organization's most effective advocates. Karen discusses the importance of choosing your battles and fostering great talent. Focusing on internal audiences – employees, board members and funders – is also a powerful advocacy tool. Learn how to take your organization to the next level by rallying internal champions with strategies and lessons for:

- Empowering employees as ambassadors
- Investing in employee well-being
- Allowing employees' passion to drive corporate outreach

EXPERIENCE

Karen is an experienced consultant, trainer and keynote speaker. The following is a sample of past speaking engagements:

AMERICAN HEALTH CARE ASSOCIATION/NATIONAL CENTER FOR ASSISTED LIVING QUALITY SYMPOSIUM

Opening Remarks

ASSOCIATION OF FLORIDA COLLEGES

Keynote Speaker, *Leading the Nation*

BUSINESS LEADERSHIP NETWORK

Keynote Speaker, *Building and Engaging an Effective Board*

CALIFORNIA WOMEN LEAD - WOMEN'S EMPOWERMENT DAY

Keynote Speaker, *Building Your Advocacy Influence and Success*

CANADA'S RESEARCH-BASED PHARMACEUTICAL COMPANIES (RX&R)

Panelist, *International Perspectives on Patient Access*

COALITION TO PROTECT HEALTHCARE ACCESS

Keynote Speaker, *Influencing Public Policy: The 10 Bs for Engaging Your Elected Officials*

FLORIDA COMMISSION ON THE STATUS OF WOMEN, WOMEN'S DAY AT THE CAPITOL

Keynote Speaker, *Is Your Message Being Heard?*

FLORIDA PSYCHIATRIC SOCIETY

Keynote Speaker, *Crisis Communication: Coming Out of a Crisis on Top*

GOVERNOR'S STERLING COUNCIL ANNUAL CONFERENCE

Keynote Speaker, *Visionary Leadership for Successful Organizations*

HR FLORIDA CONFERENCE

Keynote Speaker, *Building a Great Company*

LARGE UROLOGY GROUP PRACTICE ASSOCIATION ANNUAL MEETING

Marketing Session Presenter, *Marketing Your Practice: Effective Strategies and Tools*



MENTAL HEALTH ASSOCIATION GEORGIA

Keynote Speaker, *Charge That Hill: Building and Activating an Effective Grassroots Advocacy Program*

NATIONAL ALLIANCE ON MENTAL ILLNESS (NAMI) OF SOUTH CAROLINA

Strategic Planning Facilitator, *Moving Our Organization Forward*

NATIONAL PATIENT ADVOCACY LEADERS SUMMIT

Keynote Speaker, *Building a Network of Partners*

PARTNERS IN CRISIS LEADERSHIP CONFERENCE

Keynote Speaker, *Six Crisis Communication Principles*

PROFESSIONAL WOMEN'S FORUM

Featured Speaker, *Advocacy Redefined: Business as Usual*

RICHMOND BEHAVIORAL HEALTH FOUNDATION

Keynote Speaker, *Keys to a Successful Development Campaign*

SUICIDE PREVENTION RESOURCE CENTER

Keynote Speaker, *Successful Internal and External Communications, Strategies on a Shoestring Budget*

US WOMEN'S HEALTH ALLIANCE ANNUAL MEETING

Keynote Speaker, *The Power of a Brand*

US WOMEN'S HEALTH ALLIANCE

Keynote Speaker, *Building, Assessing and Strengthening Your Brand*