

PAN's monthly newsletter is here.
Read on for the latest & greatest in integrated marketing & PR.

WE MOVE IDEAS.™

Creative Storytelling. Connected Content. Results that Matter.

PAN

Get Ready to Launch

Preparing Your
Growth Equity Story



Bonus!

**Download The Road
to IPO Worksheet**

In the first half of 2021, EY reported that 1,070 IPOs raised a total of \$222 billion in funds.

Do you have the right process in place for aligning all internal and external team members for a successful debut? Are your key executives prepared for the media opportunities prior to and day of trading? Is your brand ready for what comes next? Whether you're planning for an IPO in three months or in two years — now's the time to start orchestrating the program.

Build Your Growth Equity Story

You're on the road to IPO, but are your employees along for the ride?

The right training program must be in place to ensure consistent and appropriate communication protocols.

Follow [the step-by step-plan](#) in our latest infographic!



Navigating Growth With Your PR Agency

Whether you're a startup tracking toward your Series A, or a global brand preparing to go public, navigating growth requires a unique marketing and PR plan.

[Reach Your Next Milestone with PR](#)



5 Trends to Know as You Prepare for IPO

For companies on the path to IPO, it's important to understand the broader market trends that you'll likely be asked about.

[Dive Into the Top 5 Media Trends](#)



Getting Ready for an IPO Can Start Today Even if You Don't Go Public for Years To Come

Leading up to an IPO is building, step by step, a strong and sustainable business. Nikki Parker from Insight Partners shares advice for brands considering an IPO.

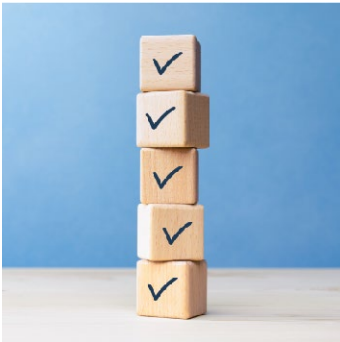
[Learn more](#)



SPACs Require Best-in-Class Communications From the Get-Go

Messaging delivered in an IPO or transaction of any type sets the tone for the long term and must be carefully crafted.

[Learn more](#)



Considerations for Effective Post-IPO Investor Communications

To help companies prepare for this transition, here is a list of considerations and recommendations for companies going through the IPO process.

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PAN Communications | 255 State Street, Boston MA 02109

617.502.4300 | www.pancommunications.com

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