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# Industry News In Brief (November 22, 2021)

**News from Agean, LifeSci and PRSSA.**

**PROVOKE MEDIA** 22 NOV 2021 // 3:08AM GMT



**THREE C'S OF SHOUTING IT FROM THE MOUNTAINTOP**

- 1 CREDIBLE THOUGHT LEADERSHIP
- 2 COVERAGE
- 3 COMMUNITY

NEW YORK — Agean PR has partnered with real estate broker and TV personality Ryan Serhant on a course focused on building a personal brand. “How to Build Your Personal Brand” covers three steps in creating a personal brand — building a core identity, creating consistent content, and leveraging PR, the latter of which is taught by Agean founder Alyssa Garnick. The five-hour course targets individuals in real estate and sales,



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but it is available to all through Serhant Ventures, Serhant's education business.

NEW YORK — LifeSci Communications has rolled out new branding designed to reflect its comprehensive strategic communications programs that support healthcare innovation from discovery to commercialization. The agency's evolution comes on the heels of 60% revenue growth in the past 12 months, driven by expansion in the size and scope of its offerings. The agency's team has grown in tandem, with headcount rising to more than 65 in its fourth year of operation.

NEW YORK — PRSSA has added Nazareth College in Rochester, New York and the University of Mississippi to its network of chapters worldwide. Under the guidance of experienced faculty advisers and in coordination with local PRSA Chapters in Rochester, N.Y. and Memphis, Tennessee, respectively, the students will have opportunities to further their education, gain valuable career advice and experience, as well as access a variety of monetary scholarships.



What We Have Learned From The Covid-19 Pandemic: Risk Is Everywhere And Constant  
**ANGELA K. CHITKARA** // 01 DEC 2021



Nicky Wang Promoted To CEO Of WE Red Bridge

**PROVOKE MEDIA** // 01 DEC 2021



Bruichladdich Selects Praytell To Handle Global Comms

**DIANA MARSZALEK** // 30 NOV 2021



Sandpiper/PROvoke Event To Examine Asia-Pacific Reputation Trends In 2022

**PROVOKE MEDIA** // 30 NOV 2021



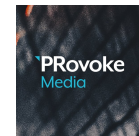
Milk & Honey Expands US Team With First Partner

**MAJA PAWINSKA SIMS** // 29 NOV 2021

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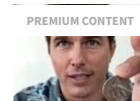
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