



## COMPANY INFORMATION

**Name:** Impact Communications  
**Location:** Cleveland, Ohio  
**Date Established:** 1979  
**Owner/President:** Robert MacDonald  
**Press Contact:** Melissa Barber ([melissa@impactcommunications.com](mailto:melissa@impactcommunications.com))

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## DESCRIPTION

Impact Communications is the perfect blend of creative and technical. We are producers, directors, scriptwriters, composers, designers, videographers, editors, illustrators and programmers.

Our success lies in our ability to understand our clients' overall goals, objectives, audience, and business. From corporate videos to museum kiosks, from national sales meetings to tradeshow exhibits, and from public websites to intranet e-learning courses, we leverage our understanding of the connections between our different products and services and provide quality service and great value to our clients.

It takes talent, dedication, and commitment to keep up with technology and to excel at what we do. We thrive on the variety of projects we touch each day, from museum interactive games for students, high level training for corporations, product demonstration videos, large-scale national meetings and more. We enjoy learning about you and your business and look forward to becoming your trusted multimedia team.

## SERVICES

Providing individual or combined services in the areas of:

- Video Production
- Website Development
- Multimedia Development
- Meeting & Event Production
- Exhibit Production

## CLIENTS

Providing multimedia production services to national and international corporations, medical and educational institutions, financial organizations, local businesses, museums and science centers, Fortune 1000 corporations, agencies, small business and specialty market services.

Some of these clients include: Sterling Jewelers Inc., Aspen Dental, The USS Midway Museum, The Rock and Roll Hall of Fame and Museum, American Greetings, Nestle Professional / Minor's, U.S. National Park Service, Cleveland Clinic Foundation and many others.

## MISSION

Impact's mission is to delight our clients by providing the most compelling and effective communication solutions for their needs. We establish and maintain professional relationships with clients who value our expertise, consistently demonstrating a level of service that is indispensable to their business.

## WHAT SETS US APART

To be of greater value to each client, Impact Communications continually expands and refines our superior skills, knowledge, and creativity. We also leverage experience derived from each of our specialized disciplines, applying it to the others. This approach assures our clients the most successful meetings, multimedia, videos, exhibits and web applications.

## HISTORY

Founded in 1979, Impact Communications quickly distinguished itself as a business that excelled at communicating our clients' messages to their specific audience. This was accomplished through meetings and events that included multi-projector slide presentations, programmed to original audio tracks. Although this elegant "multi-image" media was short lived, our company certainly was not.

Over the years, we have embraced the evolution of technology, growing our expertise in the design and development of videos, multimedia, and web applications. Through it all, our philosophy has never changed. We begin every project by thoroughly defining our clients' audience and objectives. From there we are able to develop the most appropriate and compelling programs and events that will effectively achieve the stated objectives with the target audience.

Impact's offices are located in downtown Cleveland's Historic Warehouse District. Our facility is equipped with advanced digital technologies to develop engaging media programs. Our permanent staff is enhanced with an established national network of freelance talent, providing the flexibility and depth to have the right specialist for every situation.

With our national client base extending across corporate, nonprofit, and government sectors, Impact has the stability and process controls necessary to skillfully manage each project. Our established systems and procedures ensure that projects are completed on time and within budget.

Our work has resulted in numerous awards from industry organizations and our peers. It is, however, our satisfied clients who are the true measure of our success.

## EXECUTIVE SUMMARY

### Robert MacDonald · Owner/President

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Bob MacDonald co-founded Impact Communications in 1979 and is now the sole owner and president. During his tenure, he has led Impact from being a local slide and multi-image house to an internationally recognized multimedia production company, developing videos, websites, interactive programs, and meetings.

Having a vast amount of experience and knowledge in all areas of our business, Bob keeps up with the latest technologies and trends and expects his team to be ready to provide you with smart, resourceful, excellent digital solutions.

Bob loves the technical side of production and has built an impressive network of production specialists and resources throughout the country. This allows him to staff your project properly and provide you with peace of mind when it comes to staging a corporate event, building a museum exhibit space, producing a video or developing web and interactive programs.

Client relationship building is of utmost importance to Bob and he is proud of Impact's longstanding relationships with many of our corporate and museum clients. He credits his team of creative and technical specialists as being the best in the business and is proud of the trust clients have come to have in him and the team at his multimedia production company.

Bob has a B.F.A. degree in Photo Journalism from the Rochester Institute of Technology, Rochester, NY. He is a member of Meeting Professionals International.

## Irene Majer, CMP · VP, Creative Services

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Irene Majer has been with our award winning production company since 1986. She gained all of her expertise and knowledge as she worked her way up in the organization from production assistant to producer to vice-president. But if you ask Irene, she doesn't think she's reached the pinnacle of her career yet. She continues to challenge herself on a daily basis to lead the Impact team in developing creative solutions to meet the unique needs of our clients.

Clients trust Irene because of her tremendous amount of experience in managing all aspects of production. Irene is audience-focused and passionate about developing content that will get their attention whether it is onstage at a national meeting, in a video presentation or as part of an interactive digital experience.

Irene is a standout when it comes to managing the production of corporate events. You can rely on her expertise to manage any and all aspects related to the production – from AV to entertainment negotiations and thematic development to finding and securing just the right venue.

Irene knows that it takes hard work, talent and strict attention to detail to make sure a production is a success. At the conclusion of a project, Irene's favorite thing about her job is watching an audience respond to the media or show that Impact has created.

Irene is a member of the Silver Telly Council, a Certified Meeting Professional (CMP), and has received over 25 industry awards as voted on by professionals in the industry.

## Kristy Somerlot · VP, Client Services

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A 25-year veteran of Impact Communications, Kristy Somerlot is proud of Impact for our longevity, great service and hard work. We're proud of Kristy for being instrumental in starting, growing, and maintaining the very successful museum portion of our business.

Kristy is hands on in the development of multimedia exhibits for science centers, museums, national parks, and educational institutions throughout the country. Always interested in the latest tools and trends, Kristy enjoys regular conversations with museum directors about technology and the museum

visitor experience.

In both the corporate and museum sectors of our business, Kristy loves meeting and working with different types of people on a wide variety of projects. Her approach as an account executive is not to sell, but rather to ask questions, listen, figure out what the client really needs and help them accomplish their communication goals.

Have an idea? Bring it to Kristy and she will build just the right team to make your project come to life for internal training, public learning, corporate marketing and many other communication disciplines.

Kristy received a B.A. degree in Art History and Photography, with a minor in Spanish from Capital University. She is a member of American Alliance of Museums, Association of Midwest Museums, Ohio Museums Association, Association of Science-Technology Centers and the National Association of Professional Women.