

Meet Jamie Izaks of All Points Public Relations in Deerfield

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Today we'd like to introduce you to Jamie Izaks.

Jamie, can you briefly walk us through your story – how you started and how you got to where you are today.



As lifelong Deerfield residents, my wife Lauren and I started All Points Public Relations in September 2011 to take control of our future and build a business from the ground up together.

Before launching All Points, I spent nearly 15 years perfecting my craft as an executive level manager at a national PR agency serving the franchise industry and as public relations manager for Hyatt Hotels Corporation. Earlier in my career, I earned my stripes in the news

industry as an anchor, reporter and producer at various NBC, ABC, FOX and FOX SportsNet network affiliates throughout the United States.

Our vision was to raise the bar for Chicagoland-based integrated communications agencies and provide exceptional support to franchise brands nationwide. Since launching the business in 2011, we have built the business from the ground up with a commitment to our mission of persistence that has led to hiring an extremely talented team made up of creative, professional and driven individuals that are emotionally invested in our work and enjoy being with each other everyday.

Has it been a smooth road?

Any business owner is bound to tackle a few obstacles throughout his or her journey. Interestingly, we just made it through a unique timeframe for us. This past spring we doubled the size of our office space and grew our team by more than 30 percent.

Since All Points had established an impressive reputation in the franchising industry, we were receiving inquiries from franchisors left and right. More clients wanted to work with us than ever before, so we know it was time to grow our team and the office space. We found ourselves in a bit of a pressure cooker, as the office simultaneously on-boarded team members, knocked down walls and managed an expedited construction schedule. Through the transition, we embraced with a challenge with a positive attitude, and that was key to keeping the office morale high.

We'd love to hear more about your business.

All Points Public Relations combines business savvy with creative communication strategies. Our passion, personal approach, and professionalism come together to create integrated PR solutions focused on delivering results that build forward-thinking businesses. As a true extension of a brand's marketing team, our public relations, social media, and content marketing professionals listen with open minds, ask the right questions and assesses with uninhibited clarity to put powerful PR and social media action plans into place.

From franchises focused on aggressive growth and independent entrepreneurs redefining their fields to longstanding industry leaders, we deliver dynamic public relations solutions. We fully embrace today's renewed entrepreneurial spirit, using the power of positive publicity and creative social media campaigns to help our clients achieve their goals.

Is our city a good place to do what you do?

Since Lauren and I spent our childhoods in Deerfield and live here now, the area proved to be a perfect place to raise our own children and launch a business. We love the North Shore's bustling community and simple access to Chicago. Plus, the office space is perfect at 707 Lake Cook – the management team at the building has been very collaborative as we've expanded, and the location is solid in terms of access to the Metra train and several other transportation options for our employees, many of whom commutes from the city. The area continues to develop, so our staff is able to enjoy new local restaurants for work outings.

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