

# Convene Names Feintuch Communications for Strategic PR Campaign; Appointment Follows Project to Relaunch Company Under New Brand

NEW YORK, Aug. 14, 2013 [PRNewswire](#)/ -- Convene ([www.convene.com](http://www.convene.com)), the nation's fastest growing conference center network, has expanded its relationship with Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)) by appointing it as its public relations agency of record.

Opened in 2009 as Sentry Centers, and headquartered in New York City, Convene is redefining the professional meetings industry by creating better and smarter meeting rooms which enhance business productivity. Earlier this summer, Convene successfully closed a \$10m growth financing round and announced it will be opening two additional facilities – one near Grand Central in New York and another in Tysons Corner, Va.

Sentry Centers hired Feintuch Communications in December 2012 to help the company plan for and communicate its new brand strategy and corporate name change to Convene.

"We have come to view the Feintuch team as trusted business partners and advisors – helping us on a broad range of marketing communications, strategy and implementation services. They've earned appointment as our first agency of record," said Chris Kelly, principal and co-founder, Convene.

The Convene account team includes Henry Feintuch, president, Feintuch Communications; Richard Anderson, senior managing director; and Emily Simmons, senior account executive.

"Ryan Simonetti and Chris Kelly are visionaries and disruptive entrepreneurs," said Henry Feintuch, president, Feintuch Communications. "We've watched their business concept and company dramatically evolve during the short period we've been working together. Watch for Convene to become "the" market leader in conference centers as well as a major player in the real estate managed services market. We appreciate the company's continuing vote of support and look forward to supporting its growth in the professional meetings and real estate markets."

## **About Convene**

Convene ([www.convene.com](http://www.convene.com)) is the leading developer, owner and operator of urban day conference centers in the United States. Its full suite of business services includes meeting and collaboration space rental, "room service building catering," audiovisual and conference planning support. Offered through various lease, joint venture and management arrangements, the company partners with landlords and tenants to enhance the quality of commercial office buildings and improve the workplace experience through better service and space design.

## **About Feintuch Communications**

Feintuch Communications ([www.feintuchcommunications.com](http://www.feintuchcommunications.com)), based in New York City, is a strategic relations firm offering clients an integrated blend of public relations, advertising/marketing, investor relations and other services to meet their business objectives. A founding partner of PR World Alliance ([www.PRWorldAlliance.com](http://www.PRWorldAlliance.com)), the firm specializes in B-to-B and B-to-C programs with a focus in technology, financial services, advertising and media and energy/clean tech. Feintuch Communications prides itself on its strong service ethic, senior counsel and hands-on support.

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