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## Communications Group Hosts Inaugural ComGroup Classic

*Arkansas's premier public relations agency opens doors to students for statewide professional networking event*



*Pictured: Student members of the Public Relations Student Society of America (PRSSA) from across Arkansas gather at the new headquarter offices of Communications Group, Arkansas's premier public relations agency based in Little Rock.*

**LITTLE ROCK, Ark.** (April 12, 2023) - [The Communications Group](#) (ComGroup), Arkansas' premier [public relations](#) and [marketing](#) firm based in Little Rock, celebrated [APR Month](#) by hosting members of the Public Relations Student Society of America (PRSSA) from across the state, April 11 at the agency's [new headquarter offices](#) as part of an ongoing commitment to mentoring young professionals and nurturing promising new talent. ComGroup's dynamic [team](#) of professional communicators provided students insight into a full-service agency and shared knowledge about how to maintain the highest quality standard in [service](#) and [performance](#).

"In the four years since I first joined ComGroup, the PR team has grown to be the agency's largest department. This unprecedented growth has been a direct result of the superior public relations services we offer, attracting a steady stream of new clients," said [Carson Horn, APR](#), ComGroup Public Relations Director. "That progress is expected to continue as we enhance our service offering further, and we understand the importance of investing in the future of our industry to develop the next generation of leaders, expand our team, and keep pace with that unrelenting growth."

An aspiring public relations professional himself, [Braden Jones](#), ComGroup intern and the architect behind this unique event, developed the idea to orchestrate a professional networking opportunity allowing students to make contacts with and gain insight from experienced industry veterans who excel

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in positioning ComGroup as the leader in the state's public relations industry while emphasizing mentorship that has endured through the evolution of the agency's culture, as part of his internship's long-term project.

"The experience I have gained during my time as a Grouper has been unmeasurable," Jones said. "As president of the Arkansas Tech PRSSA chapter, I saw a need for an opportunity like this and chose to create an event that gives back to students in the state who share my interest in public relations. I knew my ComGroup team would be more than willing to step up and provide that opportunity for my peers."

ComGroup hosted students majoring in public relations and journalism from universities across Arkansas during this inaugural event. ComGroup anticipates hosting the event as part of the agency's commitment to supporting the future leaders of the industry.

ComGroup's [award-winning services](#) in public relations has earned the *Bob Sells Best in Show Award* from [Arkansas chapter](#) of the [Public Relations Society of America](#) (PRSA) two years running and is led by two [APR-accredited](#) PR professionals. The agency serves a growing portfolio of globally recognized clients throughout North America in variety of industries including [agriculture](#), [B2B](#) and the [public sector](#).

Learn more [about](#) ComGroup, its [services](#) and the opportunities the agency offers students through its [CGXperience](#) internship program at [Comgroup.com](http://Comgroup.com).

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**About The Communications Group**

The Communications Group is an award-winning, Arkansas-based, marketing and public relations firm established in 1987. ComGroup is an integrated marketing and communications firm delivering value and solutions to clients in North America and Europe with data-driven strategic research and planning, multi-channel implementation and responsive monitoring in [agriculture](#), [business-to-business](#), [health care](#) and [outreach](#) and [education](#) sectors. More at [ComGroup.com](http://ComGroup.com).