

September 30, 2022



*I have to share this good news below.
Sylvia would love to speak at your next conference or
meeting.
-- Carol Silver, Allen Consulting, Inc.*



Industry Powerhouse Sylvia Allen Earns Two International Awards for Sales, PR and Marketing Achievements

Sylvia Allen, founder of Allen Consulting, has had quite a year stacking up awards for her contributions in the fields of public relations, marketing, and sales, and for work on behalf of her clients over nearly five decades.

She is now making waves globally by adding two more awards in just the last month. The widely sought-after business leader, author/speaker, and philanthropist has earned the coveted award for her firm as **'Sales Training Consultancy of the Year'** from the *Corporate LiveWire Innovation & Excellence Awards*.

Allen was selected from amongst a staggering 90,000 businesses and corporate professionals, and journalists, recognizing her level of service, innovation, experience, sustainability and other key criteria. She recently received her award at the official ceremony in New York, which was held last week.

The **'Queen Mother of Sponsorship Sales,'** as she has been called by many, also received the award for **'Best Media Relations & Sales Consultancy'** for the entire U.S. in the 2022 M&A Today Awards. This awards program takes votes from over 163 countries and recognizes dedication to excellence on an international basis.

Allen Consulting was honored as a true leader within its chosen area of specialization. “The intellectual and emotional achievement of communication transcends the barriers of distance, language and culture,” said a representative from the program.

Prior to these two awards, Allen and her firm also received the **2022 Best of Holmdel Award for ‘Advertising Agency’ of the year**, and the **2022 Global Excellence Award as the top Media Relations & Sales Consultancy in New Jersey**, this past spring.

Allen has been the powerhouse driving force and unrivaled visionary behind Allen Consulting, one of the country’s top integrated marketing agencies. Her boundless ingenuity and creative adaptability, as well as her tenacity on behalf of her many clients have been the foundation for the company’s decades-long success. This extends to her ability to seek out and assemble a world-class team of individuals who own and share in her vision while bringing their own unique talents, resources, and energies to her firm’s clients.

For 44 years, Allen Consulting has cemented its widely respected reputation as an award-winning one-stop shop for marketing, media, and PR needs and for its clear-cut, integrated marketing strategies; association membership recruitment services; training and coaching; and for developing sponsorship programs for communities, individuals, festivals, events, and corporations that have helped to put once struggling downtown communities on the map and make them top destination spots.

Allen, who has been honored with more than 50 awards, has also been a dedicated and internationally celebrated professional speaker and corporate sponsorship and fundraising expert. Her books and DVDs are purchased daily from those around the world. And she has held high-ranking positions on a number of boards, including APTA and IFEA.

In 2003, she founded *Sylvia’s Children*, a non-profit focused on improving the lives of hundreds of children in Uganda, many of which have been orphaned due to the AIDS pandemic.

She has single-handedly raised more than \$2M, which has gone directly to building everything from teacher and orphan housing to a medical clinic. She was honored as 2011’s “**Philanthropist of the Year**” by the Association of Fundraising Professionals.



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