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PHOENIX RIZEN
MEDIA GROUP

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PHOENIX RIZEN MEDIA GROUP ANNOUNCES EXCLUSIVE WORKSHOP SERIES

V. Helena Brings Her Signature Brand-Building Expertise to the Washington D.C. Area

**A Powerhouse Series of Branding Workshops Leading Into the Highly Anticipated
Branding Like a Boss B!tch Book Tour — Winter 2026**

WASHINGTON, D.C. — Phoenix Rizen Media Group (PRMG), the forthcoming global multimedia brand-building company founded by acclaimed author, brand strategist, and television and film producer **V. Helena**, is proud to announce an exclusive series of brand-building workshops coming to the **Washington D.C. area through December 2026** — with plans to expand nationally as V. Helena's *Branding Like a Boss B!tch* book tour launches in **Winter 2026**.

Designed for entrepreneurs, creatives, founders, influencers, and visionaries ready to elevate their brand presence and command their market, these workshops are an immersive, high-impact experience unlike anything the D.C. area has seen. Led personally by V. Helena, each session delivers the same elite brand strategy methodology that has powered successful campaigns for an impressive roster of corporate founders, politicians, entrepreneurs, influencers, and creatives — distilled into an intimate, actionable, and deeply transformative workshop experience.

This is not a seminar. This is not a webinar. This is a **masterclass in becoming unforgettable**.

About the Workshop Series

Branding Like a Boss B!tch: Building Your Brand Workshop Series

Host Organization: Phoenix Rizen Media Group (PRMG)

Workshop Leader: V. Helena

Location: Washington D.C. Area (*Specific venues and dates to be announced*)

Workshop Dates: September through December 2026

Expansion: National Book Tour — Winter 2026

Participants in the PRMG workshop series can expect an elevated, curated experience that goes far beyond the basics. V. Helena brings over two decades of brand strategy expertise to every session — unpacking the art and architecture of building a brand that is not only seen but *felt*. Each workshop is crafted to meet attendees exactly where they are, whether they are launching a new venture, repositioning an existing brand, or simply ready to show up in their industry with the clarity, confidence, and commanding presence they deserve.

Workshop sessions will explore:

- **Defining Your Brand Identity** — Discovering and articulating the essence of who you are and what your brand stands for
 - **Visual & Narrative Presence** — Crafting the aesthetic and the story that sets your brand apart in a saturated marketplace
 - **Branding for the Digital Age** — Leveraging social media and digital platforms to build visibility, cultivate community, and convert followers into devoted brand advocates
 - **The Trust Factor** — Building authentic, trust-based relationships that form the foundation of campaigns with lasting impact
 - **Boss B!tch Energy** — Stepping into your brand with the unapologetic boldness, strategic precision, and visionary confidence of a true industry leader
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"Your brand is your most powerful business asset," says V. Helena. "These workshops exist for every visionary who is ready to stop being the industry's best kept secret and start building the kind of brand legacy that opens doors, commands rooms, and creates opportunities that last a lifetime. Washington D.C. is where we begin — but this is only the beginning."

From D.C. to the World — The Book Tour Expansion

What begins in Washington D.C. is destined to go global. As V. Helena's landmark book, ***Branding Like a Boss B!tch*** — published by **Trafford Publishing** and set for release in **September 2026** — makes its highly anticipated debut, the workshop series will expand beyond the D.C. corridor and take the *Branding Like a Boss B!tch* experience to cities across the nation. The Winter 2026 book tour will bring V. Helena's signature brand-building workshops, keynote

presentations, and intimate brand strategy sessions to new markets, new audiences, and new communities of ambitious visionaries ready to build, brand, and boss up.

Dates, cities, and venues for the national tour will be announced soon. Follow [@authorvhelena](#) across all platforms to be among the first to know when the tour comes to your city.

About Phoenix Rizen Media Group

Phoenix Rizen Media Group (PRMG) is a global multimedia brand-building company launched by V. Helena in 2026, purpose-built at the exhilarating intersection of Hollywood storytelling and strategic business intelligence. PRMG exists to serve the world's most ambitious brands — equipping founders, entrepreneurs, creatives, and visionaries with the narrative power, cultural fluency, and strategic precision needed to build brands that don't just grow. They *transform*. PRMG is the next bold evolution of **Phoenix Rizen Entertainment**, the entertainment conglomerate V. Helena founded in 2010.

About V. Helena

V. Helena is a Haitian-American author, brand strategist, and television and film producer with over two decades of experience at the intersection of Hollywood storytelling and strategic business intelligence. She is the founder of **Phoenix Rizen Entertainment** and the architect of **Phoenix Rizen Media Group**. As Executive Producer and Host of **The Writer's Haven Show with V. Helena** — broadcast across 23 channels in the D.C., Maryland, and Virginia region and streamed on 11 international platforms — she has built one of the most respected creative platforms in the country. Her upcoming book, *Branding Like a Boss B!tch*, is scheduled for release in September 2026 by Trafford Publishing.

For media inquiries, speaking engagement bookings, and interview requests, send inquiries to press@phoenixrizenmediagroup.com. For workshop registration information, please visit phoenixrizenmediagroup.com or send inquiries to hello@phoenixrizenmediagroup.com.

To be added to the PRMG workshop interest list and receive priority registration access, visit phoenixrizenmediagroup.com for details.

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