

Professional Services

Initial Session

My primary objective is to empower clients with valuable information, practical skills, creative solutions, local contacts and market knowledge to establish market presence, gain market share, acquire new business and create customer loyalty using tools such as strategic partnerships, digital communication, social media and innovative zero-cost promotions. I also offer third-party support in the areas of outsourcing (vendor selection, briefing and management) and recruitment in addition to communications advisory services.

An initial session is available for new clients looking for immediate feedback to address an existing situation or to establish a starting point for future work together as desired. New clients generally use this initial session to review their situation, identify key issues and create a plan.

Clients often come to this first meeting with specific questions and leave with a sense of clarity about steps they can take immediately following our time together. This service is available for a single booking and clients also gain a sense of we can continue our work together with the budget you have available.

Fee (Up to 2 hours)

HK\$2,000

Terms of Engagement

1. The Consultant (Kinzie) shall be available and shall provide to the Client ("Client") professional consulting ("Consulting") and services ("Services") as requested.
2. In consideration for the services to be performed under this agreement, the client will pay the consultant in advance at the rate of HK\$1,980 per hour or as per the agreed project price. Meetings are charged at 1 hour minimum. Requested services require 7 days advance notice. Any services requested with less than 7-days notice will be charged at hourly rate of plus 20% express premium. Pre-approved expenses related to the project are charged to the client at cost.
3. The consultant operates independently, not as an employee of the client or its subsidiaries or affiliates.
4. In the course of performing services, the parties recognize that the consultant may come in contact with or become familiar with information which the client or its subsidiaries or affiliates may consider confidential and which may be of value to a competitor. The consultant agrees to keep all such information confidential and not to discuss or divulge it to anyone other than appropriate client personnel or their designees.

Booking

- Hourly Rate : \$1,980.00
- Initial Session : \$2,000 for single session up to 2 hours
- Starter Package : \$5,680 for 3 hours advisory and/or services

Client Name / Company	
Email	Tel
Payment Reference	
Preferred Meeting Date/Time	
Signature	Date

Deposit to HSBC 400-527057-838 (Connections Un Limited)
Fax to +852 2906 7355 or email to businessdiva@kinzie.com

Natural Business Development - Save time, money and trees.

Connections Unlimited · T +852 8108 8297 · E businessdiva@kinzie.com · F +852 2906 7355 · www.kinzie.com

Advisory, Training & Support

Over the past 25 years, I have worked with organizations of every size, from non-profits and SME's to multinational corporations. Based in Hong Kong since 1992, I bring a fresh perspective to any situation with a cross-cultural and international outlook. With my dynamic approach, you will gain market insights, direction and support for growth.

Clients benefit from this wealth of experience across industries when using my consulting services. I offer advisory, training and support to manage your programs with your existing team and contractors and help with recruitment when the time comes for expansion.

As a core function of every business, communications affects every aspect of your operations. I have developed a clear understanding of the relationship between traditional, electronic and new media. Combining practical business advice with strategic communications plans, I work directly with you, your team and your agencies or service providers to create innovative programs.

From ideas to implementation, I provide simple solutions for every budget.

Integrated ♦ Interactive ♦ Direct

Areas of Expertise

Consulting services include and are not limited to:

- Critique** - program/materials review, ideas
- Promotions** - product launch, events, publicity
- Agencies** - messaging coordination, creative briefs
- Branding** - identity, creation, process, strategy, review
- Newsletters** - print & digital, strategy, platforms, design, editorial plans
- Alliances** - strategic partnerships, joint promotions & sponsorships, network referrals
- Media** - advertising and publicity strategy, media relations, news releases, story angles
- Technology** - electronic publishing, dbase design/management, web strategy/production
- Writing** - features, corporate, web content, news releases, brochures, affidavits, proposals
- Events** - conferences, seminars, fundraising, concept, management, venue, design, theme
- Training** - communications, sales, team building, electronic marketing, technology, soft skills
- Recruitment** - needs analysis, shortlist, advertising, candidate selection, contract negotiation
- Consulting** - marketing, trends, branding, identity, promotions, relationship management, integration
- Sales** - media sales, business development, client presentations, materials, contract negotiations
- Publications** - digital & paper newsletters, brochures, premiums, company materials, calendars
- Digital** - offline integration, internet, EDM, e-newsletters, strategies
- Communications** - facilitation, design, processes, templates
- Advertising** - review and improve materials and media plans
- Publishing** - custom publication for your target audience
- Materials** - business cards, brochures, templates

Methods

I first consult with clients to review the situation and identify specific issues, highlight areas for improvement and offer solutions for immediate results. Support is available on an ongoing basis. Central to my operation is a unique database of local and international contacts ready to work with you.

Options

- Hourly Rate : \$1,980.00
- Initial Session : \$2,000 for up to 2 hours
- Starter Package : \$5,680 for 3 hours advisory and/or services
- Project Fee: agreed price for scope of work and deliverables

Payment Terms : cash in advance; approved project expenses are charged directly to client at cost.

Natural Business Development - Save time, money and trees.

Connections Unlimited · T +852 8108 8297 · E businessdiva@kinzie.com · F +852 2906 7355 · www.kinzie.com