

## Communications Specialist on Demand

In an established business or start-up, the Communications Director assumes the role of managing all aspects of marketing, sales and public relations. Reporting to the CEO, the Communications Director manages an in-house team and out-sources projects and services to vendors where required. The Communications Director plans, manages and supervises advertising, publicity, materials, design, copywriting and technology; ie business cards, brochures, sales presentations, websites, product packaging, customer database, publicity, etc.

Now, you can contract the services of a senior communications professional.

The Communications Specialist assists owners/managers with top-level decisions related to all of your business communications functions. A seasoned expert will help you understand your requirements, identify your needs and build relationships with reputable vendors. A Communications Specialist works with the owner/manager to review all the options and provides professional advice when setting requirements and preparing briefs for vendors to provide quotations. Given the one-to-one relationship, the Virtual Communications Director provides tailored services unique to the client's needs.

Organizations gain the benefit of a senior professional who gives personal attention to their requirements and delivers results in a timely fashion. After an initial session, most work can be done over the phone or by email, minimizing costs and maximizing productivity. This frees up the owner/manager to focus on their area of expertise.

### Advice from an Expert

- Preparing a communications plan, timeline and supporting budget
- Identifying communications requirements to prepare brief for vendors/agencies
- Building brand integrity with professional communications to your specific market
- Offering insights into your industry and spotting trends in your specific market
- Streamlining business operations to conserve energy and maximize resources
- Maximizing your messages with consistency across appropriate channels
- Creating opportunities to generate leads and develop loyal customers
- Leveraging your existing networks for new business

### Coordinating Vendors

Before deciding to produce expensive communications materials, the Communications Specialist works with the client to determine what is necessary, clearly define their purpose and outline the ultimate use and distribution. Without this important step, vendors often propose costly standardized solutions that may not be appropriate or even relevant to the business operations. More often than not, the resulting materials are wasted because no plans are in place for their use or they have to be re-produced or changed when they don't meet the company's unique requirements. The Communications specialist suggests solutions with a step-by-step approach to material production, allowing for changes and updates as the business adapts to a quickly changing marketplace.

A Communications Specialist understands the market and the options available and has experience with managing costs. A Communications Specialist supports owners/managers with selection, contract negotiation and management of vendors. Working with vendors requires an understanding of communications fundamentals in order to provide clear instructions and negotiate the best prices. With the experience of a seasoned professional, your vendors will receive a clear and complete brief so they can deliver accurate and realistic quotations and deliver on time.

- Website design and programming
- Brochures, business cards
- Commercial copywriting
- Logo/image design
- Sales collaterals

While service agencies generally provide production services, the Communications Specialist ensures suitable content for all materials. Close management is required to ensure that the materials meet your budget and requirements and that all communications materials are aligned with your corporate brand and image. Working with an experienced professional will help you minimize errors and save money by preventing costly re-prints by planning for business growth and anticipating materials updates over time.

Professional communications support saves time and money.

With flexible contracts based on your changing requirements, you enjoy the benefits a Communications Specialist on a contract basis for as little as 1 hour per month. Companies purchase a block of time to use as required for up to a year. Once the initial audit and review is completed, ongoing support can require only a few hours per month to maintain.

## Save time, money and trees.

Over the past 25 years, I have worked with organizations of every size, from non-profits and SME's to multinational corporations. Having started my career before personal computers, fax machines, internet, email and mobile, I have integrated new technologies one by one into traditional communications strategies. Clients benefit from my clear understanding of the relationship between traditional, electronic and new media.

I relied on zero-cost marketing strategies during my experience in volunteer organizations with limited staff, minimum resources and tiny budgets. This is the foundation I build on when developing business and communications strategies.

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.

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

Integrated ♦ Interactive ♦ Direct

## Specialty

Advisory services include and are not limited to:

- Critique** - program/materials review, ideas
- Promotions** - product launch, events, publicity
- Agencies** - messaging coordination, creative briefs
- Digital** - internet, EDM, e-newsletters, websites, integration
- Alliances** - strategic partnerships, promotions & sponsorships
- Introductions** - referrals and introductions within our networks
- Communications** - facilitation, design, processes, templates
- Website** - electronic marketing strategy, site design
- Branding** - identity, creation, process, strategy, review
- Writing** - features, corporate content, news releases
- Newsletters** - strategy, design and copywriting print & digital
- Materials** - business cards, brochures, ad templates
- Publishing** - custom publication for your target audience
- Advertising** - review and improve materials and media plans
- Publicity** - print and electronic, strategy, media relations
- Training** - communications, sales, team building and soft skills
- Alliances** - negotiate strategic partnerships & sponsorships
- Events** - customer, staff, social, network, launch, media

## Advisory, Training & Support

Maximize resources with practical, cost-effective options for sustainable growth.

- Contract senior level support on demand for your team.
- Get answers, support & ideas in a one-one-one consultation.
- Evaluate cost-effective digital tools for your unique business.
- Review/update your materials, internet strategy and website.
- Assess costs and deliverables from your preferred service vendors.
- Initiate direct email messaging programs for direct customer contact.
- Explore design and delivery options, editorial, storylines & promotions.
- Get inside the media industry and spot trends in your specific market.
- Identify creative options to maximize budgets using existing resources.
- Gain senior level contract support for your team and/or special projects.
- Create opportunities to generate leads and attract new customers.
- Increase qualified traffic to your website and convert into sales.

During our initial session, we review your situation, identify specific issues and highlight areas for improvement. During this time, we will identify practical solutions and discuss how you can best use my time moving forward. You get professional support on demand from a senior business consultant with flexible hourly bookings.

I work directly with you, your team and liaise with your vendors to create programs you can easily manage. You can book time for advisory, training and support for your existing staff and I can help with recruitment when the time comes to expand your team or source new providers. Access my unique network of local and international contacts.

## Clients

### **MEDIA**

ACNielsen  
Asia Digital Marketing Association  
Asia-City Publishing Group  
Bang Productions Limited  
BBC  
CNBC  
Cable & Satellite Broadcasting Association of Asia  
Disney  
HBO  
Internet World Asia  
Kagan Media  
National Geographic Channel  
Penton Media Ltd  
PCCW  
SCMP  
Sony  
STAR TV  
Tandberg Television  
Turner Broadcasting / CNN

### **CORPORATE / INSTITUTION**

Alberta Alcohol & Drug Abuse Commission  
Alberta Nutrition at Schools Program  
AFS Intercultural Exchanges Ltd  
The Conference Board  
Conrad Hotel  
Euromoney  
Fort McMurray Catholic Board of Education  
Four Seasons Hotel  
The Hong Kong Polytechnic University  
Intercontinental Hotel (iSpa)  
Korn Ferry / FutureStep  
Landmark Mandarin Oriental Spa  
Levis Strauss (FE) Ltd  
Morgan & Banks Limited (Hudson TMP)  
Ontario Credit Union  
Royal Geographic Society  
Saskatchewan 4-H Program (Youth Services)

### **NATURAL LIFESTYLE**

Aveda  
ASrIA (Association for Socially Responsible Investment in Asia)  
Asia-Pacific Aromatherapy  
AsiaSpa  
Ayuryoga  
Aussie Organics  
Balance Health

Creation Ltd / The New Age Shop  
DK Aromatherapy  
Earthday Hong Kong  
Feel Good Factor  
Golden Elements Feng Shui  
Healing Plants  
Hong Kong Alleycat Watch  
Hong Kong Dog Rescue  
Holistic Healthcare Practise  
Integrated Medicine Institute  
Kamalaya  
Life Organic Health Café  
Lifestyle Fitness Centre  
Matilda Hospital  
Mind Body Asia Colonics  
Natural Health Association  
Organic Farm  
Planet Yoga  
Pure Yoga  
Quality Chinese Medical Centre  
Simply Organic  
SoulTalk  
The Spirit of Hong Kong  
Streamline Pilates  
Yoga Society of Hong Kong  
Yoga Central  
Yogalimbs

### **SME / NGO**

Competitive Edge  
25th Street Theatre  
Clear the Air  
EventClicks  
HeliAds Hong Kong  
Jimmy's Kitchen Group  
Oi Ling Fine Chinese Antiques  
Silver Lining  
SportsNetGlobal.com  
Success Resources / Anthony Robbins  
Treasure Island Group

### **ARTS & ENTERTAINMENT**

Keyano Theatre  
Saskatoon Exhibition  
Centaur Theatre Montreal  
Montreal Fringe Festival  
Playwrights' Workshop Montreal  
Saskatoon Fringe Theatre Festival

## Experience Summary

Connections Unlimited (January 2000 to present)  
heartbeat (October 2001 to present)  
Asia Broadcast Industry Projects (1995 - 1999)  
HK Marketing Communications Projects (1992 - 1994)  
Canadian Projects (1984 - 1992)

## Connections Unlimited

January 2000 to present (Hong Kong)

### Founder/Director

- Marketing Advisory Services : brand strategies, promotions, materials, newsletters, events, research
- Integrated strategic communications for client, customer & employee relationships
- Cross-cultural training across private and public sector industries
- Internal/external communications strategies and programs
- Consumer and trade/industry media relations

### Founder/Publisher - heartbeat (www.heartbeat.com.hk)

- Weekly email newsletter with 2000+ subscribers since 2001
- Hong Kong heartbeat annual natural lifestyle directory (annual circulation 10,000+)
- Integrated natural lifestyle information website (average 38,000 hits per month)
- Social, business, and educational networking events

### Clients

*The Reconnection* : support local promoter to coordinate News Conference for Dr. Eric Pearl in Hong Kong  
*Euromoney Yearbooks* : ad sales marketing launch for Asia-Pacific Capital Markets Handbook  
*Civic-Exchange* : Facilitator for Public Health Health Forum on regional air pollution  
*Asia Digital Marketing Association* : Launch yearbook advertising (project sales HK\$48,000)  
*Bluelnc Media (HK) Ltd* : Feature articles for AsiaSpa (regular contributor)  
*China Business Consultants* : Marketing Strategy and Plan for new business launch  
*PC Image Consulting* : Copywriting for new corporate website  
*Sacred World Journeys* : Copywriting for new corporate website  
*Euromoney Yearbooks*: market research and leads generation for Asia Pacific Capital Markets Handbook  
*Asia Digital Marketing Association*: exclusive ad sales rep for annual yearbook launch; (project sales HK\$340,860)  
*EventClicks* : copywriting for new website, sales collaterals and media releases announcing new owners  
*Hong Kong Polytechnic University*: project manager for construction of new CyberPort digital media facility  
*Conrad Hong Kong* : copywriting for monthly promotional email newsletter  
*HeliAds* : Sales/ Marketing/PR launch for helicopter-towed banner advertising (project sales HK\$830,000)  
- media coverage : Ming Pao with photo, SCMP with photo, Media Magazine, TVB Money Magazine  
*Bid For A Bachelor* : Project Manager on volunteer team for charity auction (raised HK\$230,000)  
- media coverage : TVB Pearl Report, SCMP, HK standard; SCMP Sunday Post with photo; CitySeen with photo  
*Tandberg Television* : Localize technical media releases; attend regional tradeshow; media relations  
- media coverage : industry trade interviews, Singapore & Beijing Trade Shows  
*HTC (China) Ltd* : Project Manager for Neale Donald Walsh weekend seminar  
- media coverage : SCMP full page article with photo  
*Success Resources* - Hong Kong promotions for Anthony Robbins 3-day Seminar (102 weekend tickets sold)  
*Kublais Kahn II* : Fundraising for German voyagers retracing Marco Polo's route  
*Intercultural Exchanges Limited* : Interactive team motivation training program  
*A Taste of Hong Kong* : promotional dining vouchers book  
*Penton Media Ltd* : Commission to write article for trade journal on nutraceuticals in China  
*The Conference Board* : Project Director, Asia Regional Conferences  
*Creation Ltd* : Develop, launch and publish The Source lifestyle magazine  
*FutureStep (HK) Ltd / Korn Ferry* : Designed candidate acquisition/retention program  
*Internet World Asia* : Seminar moderator  
*ACNielsen* : AdForum Production and marketing assistance  
*SportsNetGlobal.com* : Advertising & sponsorship revenue strategy

### Professional Media Coverage

- RTHK Radio Interview (March 2005, March 2009)
- SCMP "Almost Famous" feature article (April 2003)

## Employment History

### **Cable & Satellite Broadcasting Association of Asia (CASBAA)**

Sept 98 - Dec 99 (Hong Kong)

#### Director of Membership & Committee Affairs

- Promoted membership to international television industry (US\$20,000 new memberships)
- Developed website and member relations materials (email newsletter, directory)
- Organized board meetings, committee meetings, regional exhibition participation
- Supported annual convention, membership participation and sponsorship sales
- Developed marketing communications materials, designed membership database
- Trade media relations organizing interviews for board members and handling sensitive industry issues
- Members : Turner, BBC, Discovery, PWC, National Geographic, Star TV, PCCW, Disney, HBO, Sony, etc.

#### Project Manager

- Regional Advertising Seminars : Created, designed and managed both events (Hong Kong & Singapore)
- Annual Convention : production support (Hong Kong '97, Singapore '98)
- Breakfast with Ted Turner : Project Manager (Hong Kong)
- China Cable Operators Summit : Project Manager (Beijing)

### **Bang Productions Limited**

Nov 97 - Aug 98 (Hong Kong)

#### International Marketing Director

- Sales and marketing for television documentaries (US\$221,000)
- Developed and produced marketing and product packaging materials
- Relationships with international television program buyers and distributors
- Television ad barter sponsorship proposals for co-branding across Asia
- Attended : MIPAsia'97 '98, MIPTV'98, FilmArt '98 and MarCom Asia '98

### **Morgan & Banks Limited** (acquired by TMP Worldwide/Hudson)

Sept 96 - Nov 97 (Hong Kong)

#### Executive Search Consultant

- Asia regional broadcasting specialist
- Business development, sales and placement
- Contracted to establish presence in Asia broadcasting industry
- Feature article in Advertising & Marketing Magazine (*Jobs for the Boys*)
- Q1 revenue US\$35,000; increased to US\$100,000 in Q4

### **Cornerstone Associates Ltd** (acquired by Kagan / Media Partners Asia)

March - July 96 (Hong Kong)

#### Advertising Sales and Marketing Director

- Concept and strategy and ad sales for Asia Cable & Satellite Directory (US\$200,000)
- Marketing materials, contact management systems, trade media relations, news releases

### **Pouvoirs de la Terre**

July 1994 - Dec 1996 (Europe & Asia)

#### Sales and Marketing Manager

- Jewelry sourcing, product & package design, translation, sales
- catalogue production and wholesale/retail sales in Asia and Europe

### **Jimmy's Kitchen Group Limited** (acquired by Epicurean Group)

Oct 92 - July 94 (Hong Kong)

#### Marketing Communications Director

- Established marketing communications department (US\$1.9 million budget)
- Promotions, newsletter, fax service, surveys and special events, media relations
- Achieved year-on-year sales increase of 25% over 7 business units
- Re-designed and expanded database by 430% to 13,000 qualified records
- Opening events for Jimmy's Sports Bar & Grill at Hong Kong Stadium

### **Laykin Communications**

June - Oct 92 (Hong Kong)

#### Account Director

- Hongkong Telecom - Retail PR and ISO9002 media release
- Levis Strauss (FE) Ltd - Retail PR and shop opening launch events

## Canadian Work Experience / Projects

Ontario Credit Union (collections letters and database set-up)  
Playwrights' Workshop Montreal (marketing); Centaur Theatre Montreal (fundraising)  
Fringe Theatre Festival (inaugural management team / communications)  
25th Street Theatre (sponsorship, marketing & public relations)  
Keyano Theatre (public relations & marketing)  
Fort McMurray Catholic Board of Education (communications director)  
Saskatoon Exhibition (promotions coordinator)  
Alberta Nutrition at Schools Program (school program director)  
Alberta Alcohol & Drug Abuse Commission (materials development)  
Saskatchewan 4-H Youth Program (regional program director)

## Education

1980-84 : University of Saskatchewan  
Bachelor of Science in Home Economics - Consumer Studies Major

## Membership & Activities (current and previous)

Asia Digital Marketing Association  
Living Islands Movement (Executive Committee 2007)  
Clear the Air (Executive Committee 2007)  
Women in Publishing  
Women Business Owner's Club (Roundtable Coordinator 2008)  
Earthday - Hong Kong (Steering Committee 2002)  
Cable & Satellite Broadcasting Association of Asia (Conference Committee 1996/7)  
American Chamber of Commerce in HK (Communications Committee 1992)  
Canadian Chamber of Commerce in Hong Kong (Founding Entrepreneurs' Committee, 1993)  
Canadian Club of Hong Kong (Executive Committee, 1992)  
International Association of Business Communicators (Membership Committee 1993)

## Personal

*Interests* : writing, photography, design, entertaining, travel  
*Community* : active supporter of natural products, services and programs

## Immigration Status

Hong Kong Permanent Resident