

## Take the First Step

### Inject fresh, creative energy into your business and communications

Address an immediate situation or establish a framework an ongoing contract. My work is aimed at empowering clients with information and skills to grow their business efficiently using creative solutions. Using a no-nonsense process, new clients are taken through a series of exercises to gain clarity and generate ideas to attract customers and generate businesses by using resources efficiently. We review current practices, identify key issues, evaluate activities and critique materials. Clients may receive network referrals and specific opportunities with cooperation.

Clients arrive with specific questions and leave with a renewed clarity and a list of steps for immediate action.

The session is summarized in a concise one-sheet document delivered within 24 hours.

### First Session

US\$780 (up to 2 hours + 1-sheet summary)

Complete and return the following booking form by fax or email

Fax to +852 2906 7355 or email to [accounts@kinzie.com](mailto:accounts@kinzie.com)

Client/Name :

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Email :

Tel :

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Signature :

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Booking Date :

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Payment Reference :

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Payment to HSBC 400-527057-838 (Connections Un Limited) | Bank Code: 004 | Swift Code: HSBCHKHKKH  
Unit 803-806, 8/F Low Block Grand Millenium Plaza, 181 Queen's Road Central, Central, Hong Kong

### Terms of Engagement

1. The Consultant (Kinzie) shall be available and provide to the client professional expertise 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 US\$250 per hour or as agreed. Meetings are charged at 1 hour minimum + related meeting expenses. Pre-approved project expenses are charged to 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.

# Connections Unlimited

## Kinzie

Over the past 30 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 organization, 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 offer practical solutions for every budget.

Integrated ♦ Interactive ♦ Direct

## Areas of Expertise

**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

We generally begin with a first meeting to review your 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 network of local and international contacts ready to work with you.

## Payment Terms

Cash in advance + related expenses; approved project expenses are charged at cost

Connections Unlimited · Holistic Business Consulting

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