

Creative Communications

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 simple 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, database 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

Support is available on a flexible hourly or contract basis.

Contact

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