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Business Development | Project Management | Marketing & Commercialization Strategy | Training & Education Services

BRIEF
PUBLIC RELATIONS

Doc Date: September 3, 2021
Client: The Consultancy Inc, CA
Job: Public Relations
Timeline: Submission of proposals / quotations no later than September 17, 2021

Requirements

The Company now seeks the services of a professional public relations person / entity to aid in developing and maintaining the public image of the company through appearances, releases, and other appropriate measures.

The Company is currently seeking to improve the consistency and quality of publicity, as such the requirements for successful person / company include the following attributes:

- Flexibility
- Meticulous learning
- Understanding of company offerings
- Understanding of corporate positioning
- Thorough information collection methods
- Ability to ‘see the bigger picture’
- Market knowledge
- Strong writing skills
- Honesty
- Attention to detail

The selected entity will need to ensure that strategy aligns with the company’s corporate strategy as outlined in balanced scorecard and 5-year blue print

PR Objective

The company seeks to:

- Build a strong & differentiated brand
 - Stronger exposure to very targeted markets
- Increase opportunities in the 3 core service offering areas – Business Development, Project Management & Training
- To differentiate service offering from other Consultants as being that of, and at, an international standard
- To become top of mind (brand association) for any project management needs
- To position the company and its spokespersons as thought leaders
- To raise awareness of the company amongst company leadership (CEOs, Vice President, Chairpersons) and relevant influencers

Focus Notes

Strong focus to be placed on:

- Business Development
 - The more technical offerings can be used as the point of differentiation:
 - Change Management & Facilitation
 - Competency Models
 - Balanced Scorecards
 - Pricing Models
- Project Management



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Strong consideration to be given to use & creation of the following:

- Speaking engagements - presentations & talks
- Podcasts
- Newspaper contributions
- Facilitation opportunities
- Mentions
- Leveraging of testimonials

Specific additional requests:

- **TED Talks** - placement of Chief Consultant on TED Talks
- **Nominations** – position & enter the company / directors for various awards as is relevant to activities and service offering

Company Background

The **Consultancy Inc CA** is a leading international multifaceted consultancy boasting top class Consultants in the area of business, marketing & project management. We specialize in assisting corporate entities with local, regional and international business interests & needs. We offer services in the following area:

Business Consulting, Marketing & Commercialisation Strategy

We understand the fundamental drivers of your business; pursuing opportunities for your entity's long-term growth.

- Business & Product Development
- Territory Development
- International Penetration Programs
- Business Plan Writing
- Financial Projections
- Capital / Funds Raising
- Commercial Operations
- Business-to-Business Relations
- Business-to-Government Relations

We combine in-depth consumer behavior insights with practical expertise in operations & the trade to create sustainable growth.

- Marketing Strategy Design
- Marketing Plan Writing
- Customer Insights
- Consumer Behaviour
- Client Relationship Management
- Market Research & Analysis
- Pricing Models

Project Management

We implement business-enhancing, agile PM strategies that improve project & portfolio performance. We utilize process, discipline & leadership to break down functional silos, engage stakeholders & ensure initiatives are completed within budget, scope & schedule

- Special Projects
- Team Alignment & Communication
- Critical Path
- Gantt Charts
- Budget & Resource Management
- Procurement

Training & Education Services

We provide a comprehensive set of solutions tailored to cater to diverse international educational needs.

We work with the Boards, CEOs & executive teams to address strategic & organizational drivers affecting team dynamics & performance. We leverage our experience & expertise for success.

- Leadership Development
- Specialist Training
- Coaching & Mentorship
- International Penetration Programs
- Tailored Presentations
- Institutional Alignment
- Partnership Contracts

Servicing North America, Latin America, the Caribbean & Europe

References:

- **Website** www.theconsultancyinc.com
- **LinkedIn** <https://www.linkedin.com/company/theconsultancyinc/>
- **Handles (Twitter / IG/ FB)** @consultancyinc