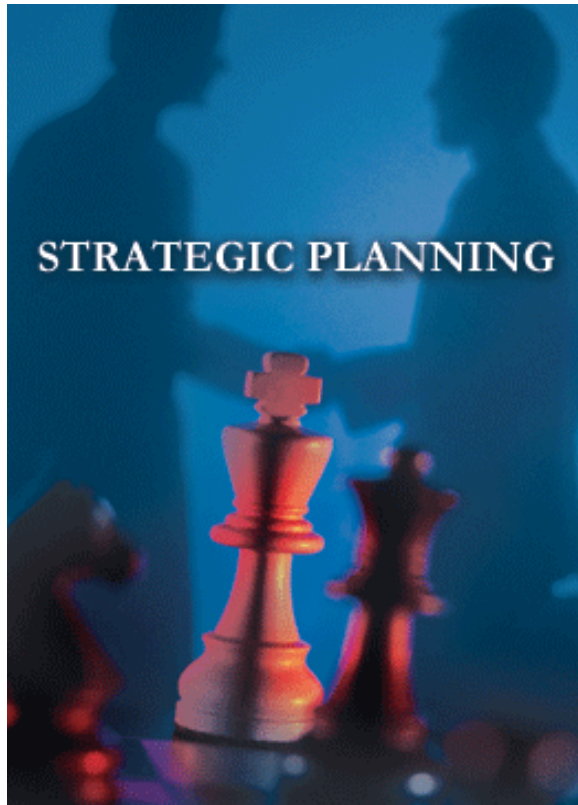


STRATEGIC CONSULTING AND DEVELOPMENT PACKAGE



What Does the Strategic Consulting and Development Package Do?

- Facilitates Company's transition into next stage of success
- Analyzes Firm's identity; conducts a strategic review of current offerings, process and image/identity; features and benefits (to clients) (to teaming partners) (to current and potential employees) of key elements of Company, (parent and regional)
- Consults and facilitates development of Company
- Consults and Collaborates with Key Decision Makers (Stakeholders)
- Originates, Drafts and Edits Company Brand/Message
- Evaluates Impact of Individual and Unique Company Brand
- Formulates Plan and Method to Deliver Message to Existing and New Clients

What Kinds of Consulting Does it Include?

- Performs Strategic Review of Current Brand and Identity
- Consults and Performs Strategic Business and Market Analysis
- Generates and Summarizes Strengths of Each Regional Office
- Reviews Market Sectors and Enhances Service Offerings in Each
- Consults on Effective Website and Collateral Material for Client Contact

What Recommendations are Included?

- Review and evaluation of website for effectiveness, graphics, content, ease of navigation – make recommendations
- Evaluation and recommendations as to identity, services, features and benefits as represented in website(s)
- Evaluate and recommend contact methods and points of contact – newsletter, postcard, direct mail letter, announcement, press release(s), website, other

STRATEGIC CONSULTING AND DEVELOPMENT PACKAGE (CONT.)



What Specific Guidelines are Given?

- Consultation and suggested content for : email, direct mail, newsletters, postcards, web presence, announcements, openings
 - Design frequency of communication for each method
 - Suggest content in conjunction with Senior Company stakeholders
 - Coordinate with graphic designer, printer, web designer, in-house and all senior stakeholders (management) for production of each piece
 - Consult on current print collateral and website
 - Provide guidance and management of media relations
- Provide content and management of the Company's press releases
 - Provide suggestions for case study and feature story development
 - Provide content management and collaboration on the Company's advertisements and publications

What Consultations are Provided on Marketing, Teaming, Proposals and Responses?

- Review current Marketing Plan in conjunction with senior management, parent company and chosen staff
- Suggest areas for adjustment
- Identify/review competitors in market(s)
- Identify potential teaming partners in market(s)
- Identify feature/benefit approach (feature and what benefit this has to clients, potential clients and teaming partners)
- Identify top (15) Architects and Teaming partners specializing in chosen markets (Healthcare, etc.)
- Provide industry knowledge and insight into teaming and partnering approach; approach to clients
- Evaluate current marketing packages – overall and by sector
- What is sent to client
- What is sent as a typical RFP response package
- Development of case studies; consult on format and content