

accountable

effective

evocative

intelligenceharvestTM



what is it: **IntelligenceHarvestTM** is a facilitated workshop which identifies knowledge paucity and develops an information strategy. this will provide the basis for the validation of campaign messaging, essential to the success of any pr, dm or sp campaign.

deliverables: **InformationRouterTM** is a ten point synopsis which:

- identifies your key stress points and business intelligence deficit
- provides clear next-action points
- provides basis for marketing planning (internal or external action)

content: a comprehensive diagnostic session looking at:

- business objectives, strategy, r&d strategy
- customer intelligence, crm & database management
- audiences & stakeholders
- core messaging, brand messaging, differentiation
- marketing strategy, perceptions, objectives & experiences
- sales strategy, perceptions, objectives & experiences

cost: on application



who is it for: marketing & managing directors, heads of department (marketing, sales & operational), however we recommend a maximum of two people from your organisation attend this session.

about us: emmett & smith delivers projects which are accountable, effective and evocative, based on proven business practices and principles. it is **accountable** because emmett & smith operates a transparent pricing policy. there is no retainer. it is **effective** because our project management systems and processes ensure that campaigns are delivered and expectations exceeded. it is **evocative** because our approach makes businesses reevaluate how they use pr and the benefit they expect to receive from it.

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