

accountable

effective

evocative

# partnerbreakthrough<sup>TM</sup>

**what is it:** **PartnerBreakthrough<sup>TM</sup>** is a facilitated workshop which enables you to leverage your marketing communications investments to work more effectively, with greater impact and evident synergy.

**deliverables:** **CommunicationsAlignment<sup>TM</sup>** is a commitment to a set of operating & collaboration standards which include:

- operational efficiencies
- sharing & practical, tactical mutualisation
- strategic communications alignment

**content:** an interactive discussion designed to build trust and respect within your business partner network:

- identifies communications strategies and opportunities for potential synergy
- introduces how pr can assist each business partner to deliver individual remit
- provides tangible examples of how pr can support each business partner
- provides foundation for integrated campaign planning

**cost:** on application

**who is it for:** all external business partners involved in communicating with stakeholders including media planners and direct mail, sales promotion and advertising agencies.



**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.

**for more information:** please contact lorraine emmett on 020 7819 4800 or by email at [lorraine.emmett@emmettandsmith.com](mailto:lorraine.emmett@emmettandsmith.com) or sarah gavin on 0207 819 4800 or by email at [sarah.gavin@emmettandsmith.com](mailto:sarah.gavin@emmettandsmith.com)

