

## **SUMMARY OF SERVICES**

(Allied, direct, subcontract, project basis, per diem)

### GoTo/Gofer™ Freelance for Agencies, Associations and Businesses

- Advertising, branding, imaging, positioning
- Brand audit
- Creative Direction
- Acclimation and assimilation
- Steerage and stewardship through local idiosyncrasies and vice-versa with U.S.
- Maneuvering through systems, including permits and business licenses
- Writing, creative direction, script consulting (cultural accuracy), casting
- Location production and Logistics (film and events) coordination and consulting
- Pitch strategy, development and coordination
- Special Event development/production/management
- Tactical Marketing communications & Branding
- Laser strategy consulting
- Strategic partnering – sales promotions/cross promotions
- Warm&Fuzzy Sponsorship and Event marketing
- Membership drives and development
- Get answers and deploy specialists
- Tactical social media campaigning
- Business development
- Special Projects

### In-market GoTo™ representation (legs on the ground)

- Trade show & Special Event development/production/management/staffing
- Tactical Media strategy, Marketing communications & Branding
- Logistics implementation/management
- Concierge services for officials and traveling staff
- LaserMarketing/Advertising – often overlooked old school tactics
- Strategic partnering – sales promotions/sponsorships/philanthropy

### ExperienceConsultancy™

- MeetTheFolks - new business acclimation to community and culture
- Research and Market Reconnaissance
- RFP/Tender design and consulting
- MatchMaking – supplier and service finding/recommendations

- Writing, creative direction, script consulting (cultural accuracy)
- Location production and Logistics (film and events) coordination and consulting
- Steerage and stewardship
- Logistics management and orchestration

### **Our unique approach?**

We are:

- 1.) Respectful of pre-existing relationships. We don't come in to upset the apple cart, but rather to complement the skills and capabilities of the army no doubt already deployed for both your overall brand as well as the individual programs, initiatives, districts and attractions, that may deserve more attention.
- 2.) On the ground, hands on and in the know in the marketplaces or given situations with instinct, intuition and first-hand knowledge of domestic and international media and strategic target opportunities, whether it's an organization, trade association, cause or destination.
- 3.) Knowledgeable of the idiosyncrasies of region's cultures, communities and politics. And we the keeper of the map to the mine fields so-to-speak. We try to think ahead and keep you out of tenuous situations before they occur.
- 4.) Candid, deliberate, pragmatic, mindful and conscious (of budgets).
- 5.) A Tenacious Team of specialist associates.

**We get it done.**