

Technology, Communications & Media Practice Marketing and Business Development Milestones

		November	December	January	February
Market Awareness	PR Agency	Ensured Ogilvy's inclusion on Agency shortlist. Supported selection process, relationship launch & build of near-term PR plans (Agency selected March 6)			
	Press	Press mentions & quotes: Scott Gordon-5 in WSJ, BusWeek Online, Fortune. Bob Currie-1 in CCosta Times. Stephanie Davis-1 in LA Bus Journal			
	Market Positioning			Building key Value Messages and & supporting proof-points for Westplex/T&C media and PR activities	
	Media Exposure	Scott Gordon, Director of Internet Specialty Practice, has built strong relationships with key Technology editors/reporters, eg, Wall Street Journal, BusinessWeek, Business 2.0. He has also contributed significant commentary on current market challenges which has led to press & media inquiry and substantial press quotes.			
	Web Content			Work-in-Process: Built web content for T&C SPGs - Includes high-visibility completions & case studies	
Strategic Alliances & Intellectual Capital	Joint Studies	Software SPGroup: M&A Survey & Article "How Human Capital Impacts M&A Process" Completed, Printed & Mailed to Clients			
	Published Papers & Articles		Internet SPGroup: "The Captains of iB2B" Finalized, Printed & Used in 2 Direct Mail Campaigns		Library of Client Testimonials & Success Stories Use in Qualls Pack, on website & in various Mktg/Sales tools
	Testimonial	VC Specialty Practice Group: NVCA to jointly Sponsor Survey & Paper, "VC-Backed Leadership Study: Investing In Human Capital"			
Positioning & Lead Generation Campaigns	Direct Mail	Work-in-Process: Renovate Mail List Strategy & Direct Mail process			
		T&C PNB Letter mailed along with IC piece "The Captains of iB2B" (dropped 4/3/01)			
		M&A Survey mailed "How Human Capital Impacts M&A Process" (dropped 4/6/01)			
		Work-in-Process: HP Account PNB letter and "The Captains of iB2B"			
				Work-in-Process: VC PNB letter and High Tech Board Room	
		Orange/San Diego County Office Opening (March 19) and Media blitz!			
		(1) Developed Targeted OCounty/SDiego Mail lists, (2) Built Media Kits/PNB cover letters, (3) Worked with Ogilvy & OCounty/SDiego Media to plan press blitz -Work-in-Process: Media Kits to be mailed w/o May 1; Media blitz w/o May 15			
Special Events	Client Dinners	Stanford EOY Dinner 5 Clients & Prospects attended. Relationships significantly strengthened		Feb.6 "Fireside Chat" Luncheon with Terry Semel, Chairman & CEO, Yahoo! and Business 2.0 Panel Discussion, "Leading Through Uncertainty" led by Jim Citrin, TCM Global Leader, Spencer Stuart	
		Foundation Activities		Strategic Marketing Plan	
		WestPlex/T&C Near-Term Program Plan Highlights priority & agreed-upon marketing Initiatives		Includes Market Analysis, Targets, Account Planning Strategy, Budget & Performance Metrics	

Flagship activity and HUGE impact!