

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 | | |
| | Testimonial | | | Library of Client Testimonials & Success Stories Use in Qualls Pack, on website & in various Mktg/Sales tools | |
| Positioning & Lead Generation Campaigns | Direct Mail | VC Specialty Practice Group: NVCA to jointly Sponsor Survey & Paper, "VC-Backed Leadership Study: Investing In Human Capital" | | | |
| | | 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 | |
| Special Events | Client Dinners | 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 | | | |
| | | 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 | | WestPlex/T&C Near-Term Program Plan Highlights priority & agreed-upon marketing Initiatives | | Strategic Marketing Plan Includes Market Analysis, Targets, Account Planning Strategy, Budget & Performance Metrics | |

Flagship activity and HUGE impact!