



CLIENT ADVOCATE NETWORK

making the right connections: CAPITAL, PEOPLE & KNOWLEDGE

1524 Brookhollow Drive, Santa Ana, CA. 92705 | T: (714) 668-9500 | F (714) 668-9700 | www.ClientAdvocateNetwork.com

OTHER MARKETING SUPPORT SERVICES

Event Management

- Organize, implement and coordinate corporate events such as leadership retreats, workshops, seminars, company meetings and training sessions.
- Develop themes, agenda, PowerPoint presentation and materials with a facilitator.
- Logistics: Invitations, registering attendees, negotiating contracts with vendors, coordinating food/beverage, rooming lists, transportation, décor, coordinating audio/visual needs, venue search, speaker recommendations, speaker coordination, sponsorship search and coordination.
- Marketing campaign for event: traditional or web based.

Marketing Collateral

- Create and design marketing collateral such as: brochures, business cards, logos, newsletters, forms and client communication.
- Create PowerPoint presentations for recruiting, events and internal communications.

Training Collateral

- Access clients needs, assist in the development of customized curriculum, plan and implement training and evaluate results in conjunction with a corporate trainer.
- Create PowerPoint presentations and training materials.

Website

- Basic design and set up of new websites and email services.
- Manage and edit current websites.

Direct Mail

- Traditional campaigns: Develop letters, disseminate and track progress.
- Web based campaigns: Develop letters, disseminate and track progress utilizing “Constant Contact” subscription.

Client/Corporate Communication

- Develop and implement activities such as private briefings to produce additional services from existing client base.
- Research and track leads and referrals.
- Write and disseminate press releases.

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