



## OUR COMPANY

Clever Owl recognises that businesses want to access professional managers for short-term or ongoing projects, that allow them to develop a close working relationship with a skilled, industry based consultant, without committing to the costs of full time or permanent staff.

*Clever Owl is an innovative way to partner with you in business, to make your work environment more efficient and cost-effective, while achieving quality results. With extensive knowledge of the wine, food and tourism industry, Clever Owl can help you maximise your market potential by creating new opportunities for your business to be competitive and sustainable.*

Clever Owl is owned and operated by Sandie Holmes, who has over 20 years in both government and private sector senior management, and also uses the services of a team of professionals in marketing, event management, administration and accounting.

## WHY USE CLEVER OWL?

- We do the job YOU need us to do – on time and on budget
- No employee overheads
- We operate our own office space
- We operate when and where you need us
- We bring fresh ideas into your organization
- We offer services on a job-by-job basis, or ongoing retainer
- We bring Industry knowledge, experience and networks into your business
- We are more than consultants – we are project managers, support staff, business analysts etc

## OUR SERVICES

### *PR & Marketing*

- o Promotional strategies
- o Media management
- o Press Releases
- o Story lead development
- o Brand development & review
- o New product development
- o Creative writing and collateral review
- o Sponsorship & Partnership proposals
- o Database development
- o Customer Service training

### *Event Management*

- o Planning & logistics
- o Marketing campaigns
- o VIP and corporate functions/tours
- o Event feasibility and review
- o Volunteer management
- o Risk Management strategies
- o Licensing & compliance
- o Debrief reports
- o Environmental strategies
- o Sponsorship Management

### *Strategic Planning & Governance*

- o Project management
- o Manuals & training guides
- o Standard Operating Procedures (SOPs)
- o Job Profile development
- o Organizational & Operating Charts
- o Recruitment processes
- o Surveys
- o Focus Group Facilitation
- o Research
- o Tender writing & processes

### *Administration/Executive Assistance*

- o Executive & Personal Assistance
- o Editorial services
- o Proof reading
- o Article submissions
- o Resumes
- o Copy writing
- o Data entry
- o Desktop publishing
- o Database development
- o Travel & diary management

## PAYMENT TERMS

All our client's needs are unique. Clever Owl will conduct an initial project interview and provide a full project breakdown including goals, milestones, responsibilities, completion date and structured payment terms.

Payment can be made via cheque or EFT/Direct Deposit.