

*A Talented Team  
of Communications  
Professionals  
Serving the  
Promotional Needs  
of Clients with  
Global Interests*

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effective marketing in the  
new age of information.*

## SCA CAPABILITIES

### PUBLIC RELATIONS CAMPAIGN PLANNING

- Award submissions
- Bylined articles
- Customer research
- Editorial pitching
- Industry analyst programs
- Media relations
- Media tours
- Media training
- Press conferences
- Press releases
- Speaking opportunities
- White papers

### EVENT DEVELOPMENT & PROMOTION

- Booth design and signage
- Direct mail
- E-mail campaigns
- Event concept, themes, strategy and management
- Handouts
- On-line event registration sites
- Speaker coaching

### BRANDING STRATEGY

- Customer competitive analysis
- Integrating advertising, public relations and marketing
- Key messaging workshops
- Product promotional planning
- Web design, development and marketing

### MARKETING COMMUNICATIONS PRODUCTS

- Advertorials
- Award programs
- Brochures
- E-newsletters
- Intranet set up and administration
- Presentations
- Promotional giveaway ideas

### CREATIVE PRODUCTS

- Artistic renderings
- Identity development
- Logos, signage
- Photography
- Slogans and campaign themes
- Video

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