

## Marketing Support Activities

### **PCS provides cost effective marketing services to customers on an as-needed basis.**

Time spent by internal management on such activity is greatly reduced.

Large organisations benefit from experienced, flexible resource during peak times and SMEs use our marketing professionals in preference to employing full time business development resource.



### **Business Development for SMEs**

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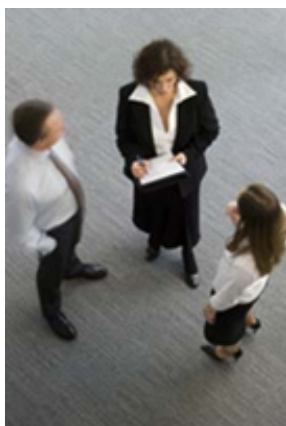
PCS customers call on our business development expertise for corporate, sector and project specific marketing management, typically activities include:

- Promotional material - brochures, presentations, websites, multimedia
- Brand development
- Sector and project research
- Exhibition management
- Presentation training, teambuilding, meeting facilitation
- PQQ and tender support
- CRM database management

### **Exhibitions and Event Management**

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From trade exhibitions to client presentations, PCS event management service relieves our customer's of time consuming administration, allowing them to focus on other important aspects of their work. Major corporations, SMEs and bid teams ask us to:



- Establish theme, content and objectives of the event
- Prepare and distribute promotional material
- Produce multi-media visual displays
- Facilitate the event
- Manage event contact database
- Encourage feedback and follow up activity