



résumé

Sue Lyons

Sue is a marketing and communications expert with over 20 years' experience of creating and implementing strategic programmes for clients. She has been involved in all aspects of communications and stakeholder engagement from strategy development and highly targeted plans, to co-ordination and implementation of fully integrated relationship programmes.

Her ideas are new and refreshing and are implemented through flawless, thorough and targeted preparation.

What Sue would bring to your team

Sue is familiar with all aspects of bid document creation, from the gathering of content from across the work streams (to ensure consistency of messaging) to the writing of full bid documents, and reviewing and improving of existing documentation. She specialises in creating highly-targeted, bespoke multi-media communications plans by stakeholder group, which reflect and complement the client's vision and objectives to ensure that all stakeholders are engaged at all times.

Sue adds value to bid teams by providing expertise and experience where it's needed and a flexible and 'can-do' approach to ensure that all documentation is accurate and written to reflect the client's objectives. She can also help with:

- Enhancing the quality of submissions
- Tender review and improvement
- Client marketing strategy and communications workshops
- Event strategy, planning and co-ordination
- Stakeholder engagement strategy
- Stakeholder relationship programmes
- Tactical, multi-media communications programmes



EXAMPLE ASSIGNMENTS:

- Newham Leisure & Entertainment Destination
- SEWSCAP Framework
- Guernsey Airport Pavement Rehabilitation
- Essex BSF – LEP Communications Plan
- Essex BSF – ICT Communications Plan
- SWGfL Trust – Communications & Stakeholder Engagement Plan
- BT Learning Centre, Launch & Engagement Programme, across: consumers, LAs and schools
- Newham PFI – stakeholder evidence communications