

**add a
touch
of Pink
to your
world**

pink
marketing

What the Pink touch can do for you



Marketing

Tell us what you want for your business and we will give you our ideas on how to get there. We may suggest other aspirations too, maybe even some you haven't considered.

We take a careful look at you, your company, your current marketing (yes – even if you think you don't do any!), your competition and a few other things and give you some practical plans on what to do next. 'Next' could be a marketing strategy, a revamp of your brand, an event or simply to do what you're doing more effectively.

Whatever it is it will be well thought out, practical for you and designed to do its job.

We love marketing and we think you will be tickled pink at our ideas for your business. Give us a call – we also love to chat.



Online

We have a sensible approach to online marketing, because a lot of it is just about superb communication practices, common sense and being human (ie really thinking about what your customers want to hear) with a few industry tips and tricks to help your efforts.

We are not web developers or programmers but we work with superb partners who, together with our communication skills and marketing knowledge, help us get your online presence right for your market and customers.

We have helped lots of our clients with the following internet marketing:

Social Media – we can simply help you set up your social media presence or manage it for you from start to finish – or something in between – it's today's reality, don't ignore it!

Websites – We offer fantastic web packages for SMEs and start-ups with great financing options – keeping your website lively and current is vital – we can help!

E-news – From full communication programmes to simply writing articles for your newsletter

We love the internet with a passion and are driven to help our clients get their presence right to help their business flourish. We believe that it is one marketing channel that you CANNOT compromise on. But that doesn't make it costly or out of your reach. Talk to us and hear our ideas.



Creative

This is the fun part... Getting creative. Imaginative, inspired, inventive, innovative and just a little bit quirky. We love to bring all of these things to the pink table.

Once you have your marketing plan in place and your strategy sorted, its time to get creative. Time to fill your customers with delight and wonder at your clever website or brochure, promotional item or communication, presentation or video... Time to wow them and get noticed.

Creativity in all things works. Fact.



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Communications

Communication is at the heart of everything we do, it's the way we live and it's key to our relationships with our clients and partners. It crosses all categories of our offering.

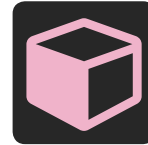
Communicate, communicate and communicate and then communicate some more. It's what we believe... But it has to be done in the right way, with the right tone of voice, at the optimal time and with the appropriate communication vehicle ...and NEVER overdone!

We have experience with the following types of comms...

- General comms planning for SMEs
- Copy writing for a range of industries
- Web content updates and news
- Event communications – pre, during and post event
- Media communications
- Social Media communications

And probably a few others. We offer a fantastic range of flexible packages to suit your needs and improve your communications – talk to us about it!

Don't just think it, say it!



Branding

Does the way your business looks from the outside in fill you with joy? Does it make your customers love you even more? Does it really represent who you are?

Does the way your company look from the inside out make your employees put the extra mile in for you? Are they truly proud to work for you?

It should... And you shouldn't have to re-mortgage your house to pay for it!

Our innovative, cost effective approach to brand development, execution and maintenance is aimed at small to medium sized companies. 78% of this size of company has no corporate brand – we can help.

Making it easy

If you're a start up with limited funds or dream to have a cool brand but think you can't afford it... talk to us.

We are happy to work out a staged payment approach if that's what suits you.

Outside in, inside out - what your customers think really does matter.



Events

We believe that all conferences and events have broadly the same objectives, regardless of their type, size or topic – impart knowledge, change behaviour, create an environment for this process.

But there is a lot more to it than that. We like the **'IDEA'** approach

INVESTIGATE – Identify your specific objectives

DESIGN – Use the objectives to build the design (format and content) of the meeting

EXECUTE – Make it happen – on time and in full

ASSESS – Going the full circle – checking against your objectives and learning

Our offering

We offer a complete conference and event planning and delivery service for all industries with particular experience in the medical devices and pharmaceutical arena. Our expertise covers strategic development, programme planning, creative elements, delegate management, speaker and faculty management, logistics, on-site management and post event services.

We have experience with groups from 5 – 1500 in over 30 countries. We have executed a range of events from industry conferences to sales conferences and scientific meetings to incentive events. And pretty much everything in between. *But our methodology never varies unless we find a way to improve it.*



what our customers say



“The work ethic, professionalism, creative approach and results were outstanding. The ability to understand our business and create a dynamic and innovative approach to our events was of great value to us. Sue and Kerry worked hard to provide our customers with an experience that resulted in taking our business to the next level.”

“The ladies at Pink are always very accommodating – no matter how weird the brief is or how tight the time-scale is! Their experience of our industry also means they often help chat through various ideas to help find the best solution to a design issue etc.”

“I can highly recommend Pink as a responsive and innovative agency. Pink carried out a company change programme incorporating and developing a new brand and took the project from concept to execution covering everything from strategy to detail. On time. On budget, and of a consistently high standard, they did an outstanding job.”

“Highly recommend the people at Pink as medtech professionals who are quick to understand customer requirements and are dedicated to produce results that exceed expectations.”

“Whilst at Michelson Diagnostics, I commissioned Kerry and Sue to update the company and product branding. The brief was to produce a coherent brand image and web presence around our lead product VivoSight, reflecting the company’s maturation into a customer facing medical technology business from an engineering startup. They delivered an excellent piece of work within a very tight budget and were a pleasure to work with.”

“My biggest coup whilst Chair of the TVS was appointing Pink.”

“Their vibrant approach and attention to detail makes ‘PINK’ a pleasure to work with. They are extremely approachable, funny and never cease to amaze me. ‘PINK’ provide the ‘WOW’ factor in all that they produce.”


“I have had the pleasure of working with Pink for the last three to four years on numerous projects from large sales meeting events for up to 500 participants to smaller speaker panels and KOL activities.

In all cases dealing with KOL and also internal stakeholders I found the work they provided to be completely excellent, proactive and always looking at the customer needs, timelines and adhering to budgets.

Particularly in the area of wound care, Pink bring a wealth of knowledge and established relationships with KOLs, where you are dealing with speaker panels, congress and surgeons prior relationships and the ability to push difficult doctors and healthcare professionals in the right direction is invaluable, which means we got the best possible solution we could in many cases.

If you requirement event management for sales meetings, large congress or smaller more technical meetings for KOLs at local or international level , I would highly recommend Pink due to the work they have done for KCI in the past and also currently doing today.”

“Sue and Kerry know their onions.”



go on...
get in touch

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