

PEAK COMMUNICATORS SUITE OF SERVICES



**PEAK Communicators Ltd.
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peak {'pEk}

noun | 1. crest, summit 2. zenith

verb | 1. to hit the highest point

Public relations firms come in all shapes and sizes. And a good fit is the secret to your success. We're not the largest...and we like it that way. So will you.

ABOUT PEAK COMMUNICATORS

Peak Communicators is a full-service PR agency that takes what you do and what you want to do seriously, no matter what your size. We are a connected, approachable group of experienced public relations professionals who know how to create a straight line from strategy . . . to results.

We come from backgrounds in international PR agencies, award-winning television, radio and print journalism, not-for-profits and private sector business. We're Western Canada's PR agency – an effective team with our feet on the ground in Calgary and Vancouver. No matter what side of the Great Divide you're on, we're there.

Whether you're trying to attract media attention or reach out to your community, launching a real estate development or facing school closures, we can help.

From the boardroom to the local hockey arena, we work closely with our clients to develop creative public relations programs – and then we roll up our sleeves and put these programs into action.



SUITE OF SERVICES

Our knowledgeable team of experts deliver a variety of services, some of which include:

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MEDIA RELATIONS

Do you want your story told in a positive way?

Sometimes it's the buzz that makes all the difference.

Peak Communicators places media relations strategy at the core of every integrated communications program. Our specialists excel at matching the right message with the right audience.

Developing media relations strategies that get results takes the expertise of former journalists who know how to craft an irresistible story and pitch it with confidence to media across the globe.

Skilful delivery of the right message to your target audience – across any medium – can mean the difference between positive coverage or negative headlines that can define your company for years to come.

Whether you're seeking short-term help to promote your organization, looking to generate buzz for the launch of a product, or searching for communication specialists to carry your company through the good and the bad – we're here and ready for the task.

Our media relations services include:

- Crisis/issues management
- Media training
- Media strategy and planning
- Writing news releases, media advisories
- Media coverage evaluations (media rating points reports)
- Media monitoring
- News conferences and special events that will get media attention
- Developing media kits
- Creating video for media use
- Customizing media lists and databases
- Pitching stories to the media and co-ordinating interviews
- Media buys
- Strategy and message development
- Audience targeting
- Media tours
- Media analysis

We'll work with you to discover your inner Peak by identifying your goals, finding your news, honing key messages and reaching your audience to get the visibility and results you need.



MEDIA TRAINING

Did you know that being successful with the media is a skill that can be taught and developed?

An outright fear of the media is not uncommon among executives who have the responsibility of building, enhancing and protecting the reputation of their organization.

We've spent years being on the other end of the camera, the microphone, the phone and the pencil. We can teach the tips, tools and interview tactics that enable you to handle questions and interviews from the news media every time – all done in live, interactive media training sessions videotaped and critiqued by professionals.

"Making the Media Work For You" is a one-day media training seminar designed for senior executives and designated spokespeople. It's given by Peak Communicators' vice president Alyn Edwards, an experienced TV journalist and expert interviewer with more than a decade of media training experience.

Our media training workshops include tips on:

- Communicating your key messages
- How reporters work
- How to identify issues and handle crises
- Understanding what makes news
- Improving your speaking and presentation skills
- Marketing your expertise to the media
- Techniques for best quotes and sound bites

A day in the life of a Peak trainee:

The "Making the Media Work for You" session begins with a video tape presentation illustrating the many pitfalls that can be encountered during media interviews. This is followed by an overview of what constitutes news, how the various types of news organizations operate, how to take advantage of news opportunities and the development of skills and knowledge to guarantee success with the media every time.

The morning also has an issues and crisis media management component with videotaped examples, along with instruction and role playing. The afternoon involves TV interview practice, video playback and critique.

As time allows, each participant has two one-on-one interviews and is critiqued by colleagues and the session trainer. Participants are evaluated and provided with a follow up critique and recommendations for improvement in media handling and interviewing.

Every effort is made to tailor the media training to the participant's actual needs with interviews based on real life experience.



SOCIAL MEDIA SERVICES

Discussions are happening right now about your brand, your industry, your CEO – your issues. Are you part of the conversation?

Listen. Share. Question. Set the record straight.

Peak's Social Media consultation services create organic and campaign-style communication that place you in direct contact with the online public. From creating interactive communities that build on your (current) key themes [messages/issues/concerns] to participating in real time digital exchanges Peak will extend your brand well beyond its corporate web site.

Online reputation management 2.0

- Online Crisis Communications
- Social Media Monitoring: mentions of company, brand, industry and management
- Re-directing to alternate online channels for more information
- Measuring engagement and interaction

PR 2.0

- Web 2.0 Newsroom Makeover
- Social Media News Releases
- Online coverage of conference/events
- Blogger Outreach Programs
- Social bookmarking of corporate journalism

Social media community development

- From Facebook to FlickrR, creation and maintenance of social networks
- Social media publishing cycles & guidelines

Social media workshops

- Adopting Web 2.0/Social Media into Current Communications
- Developing an Editorial Process for Social Media Posting
- Tweeting – Finding and Joining Your Community's Conversation
- Deconstructing Corporate Content (ex: Press Release) into Tweets
- Creating a Social Media Press Release
- Promotion across Social Media Networks
- Using Social Bookmarking Sites in your PR Toolkit
- Writing for the Web 101

While today's fad may be replaced overnight by another technology, Peak will evolve your social media strategy as dictated by the public's interests and needs. We'll also measure the impact of your campaigns to tell you what the ROI is – the return of your influence online.



CRISIS/ISSUES MANAGEMENT

Is your industry or product the subject of public controversy?

If a crisis is on your doorstep, you could view it as an irritating disruption to your company's work, or a great opportunity to show leadership and build reputation. Which perspective you take often depends on the resources you've got at your fingertips.

Crisis/issues management can:

- Save your organization's reputation
- Improve your business' effectiveness in carrying out its mandates
- Improve your public profile
- Improve your standing within the community
- Improve your operating effectiveness and efficiency
- Improve your responsiveness to the changing needs of the government and the public

The ability to anticipate and plan for the unexpected and deal effectively with emerging "negative media coverage" is a critical factor in achieving and sustaining public confidence. For us, crisis communication is far more than just damage control. We can help you take charge of a crisis through strategic communications and effective media management. We work with you to deliver an in-house protocol, which allows you to identify and respond effectively to unforeseen and potentially damaging events.

Our crisis and issues management services include:

- Issues and crisis identification
- Crisis communications planning
- Crisis protection
- Creating (and holding to) key messages
- Managing media relations
- Media monitoring
- Media analysis
- Media training
- Post event evaluation
- Staff and management briefing

From real estate to health care to environmental concerns, Peak will be there to help identify and respond to issues in a timely and appropriate manner. We will help you to prepare for critical issues and execute communications programs that shape public perception. We act quickly to analyze, strategize and energize your response team so you can move through crisis times with confidence.



STRATEGIC PR

Do you have a long-term strategy for achieving corporate goals and targets?

In these days of web media, 24-hour news and increasing competition, corporate communications is now much more than just what makes the papers or the nightly news. It's about research, program development and counsel for business, government and not-for-profit organizations that need the expertise of a talented team of experienced strategic PR professionals.

We believe you can't get there unless you know where "there" is. So strategy is tied into everything we do. We help you define your challenges and goals, identify who you want to reach and what you want them to hear or do.

We can help you map out and reach your company's goals by:

- Developing creative PR initiatives
- Identifying charitable programs and sponsorship opportunities
- Carrying out communications audits and research
- Developing PR strategies
- Identifying and creating brand elements
- Forging brand partnerships
- Performing an independent evaluation of your corporate communications program
- Assessing your audience
- Assisting in refining your tools and approach to achieve the impact you desire

How we work:

Starting with an assessment of the strengths and weaknesses of your operating environment, we will step beyond simple communications planning. We anticipate emerging issues and generate ideas that will fundamentally shift perceptions and achieve tangible results.

A well-conceived and executed communications plan will help you turn your vision into reality, in such a way as to manage and enhance public perceptions and consumer confidence. The plan will also help you get your message across, build a strong relationship with all stakeholders and support your corporate goals and targets.



WRITING AND EDITING

Is your corporate material and web site conveying the right message? Or is it confusing your audience?

In our business, we understand that it is important to write quickly, clearly and to make certain you've focused on the right message for the right audience.

Many writers try to dazzle their readers. They purposely choose long words and write lengthy complicated sentences to impress their audiences. Often this approach only confuses readers and makes even the simplest topic difficult to grasp.

Peak helps you state your corporate messages in a clear, consistent and straightforward way. Our communications materials say what you want your audience to hear, either as individual pieces or part of an integrated campaign.

Whether its newsletters, sales sheets, brochures, advertising, web sites, speeches, public reports or annual reports, Peak Communicators can help you ensure that your communications really communicate.

- News releases
- Web site content
- Media pitches
- Content analysis/revisions
- Multi-lingual translations
- Executive speeches
- Media kits
- Advertorials
- Public service announcements
- By-lined articles
- Power Point presentations
- Brochures
- Profiles/bios
- Newsletter content
- Public reports/annual reports
- Sales sheets

Our writing and editing services include:

We understand that good writing, effective editing and clear messages can turn your next piece of news into a page turner. Our team of creative and skilled editors will deliver your next message with a punch that won't be easily forgotten.



NEWS CONFERENCES

Does your company need to make a public announcement or address a public issue that requires immediate attention?

Commonly referred to as a press conference, here at Peak we call it as we see it – a conference to announce *news* to a broad spectrum of media. Peak has the resources and connections to gather print, radio, online and television media to cover the announcement or statement your company is trying to communicate to the public. Earning a notable reputation for producing impacting news conferences in Western Canada, Peak will help you get your message across clearly and effectively.

Our news conference services are about more than just inviting the media to show up and hear you speak – Peak offers everything from media kits to media training, ensuring our clients are ready for any question thrown their way.

Our news conference services include:

- Event organization (booking location, arranging rentals, A/V, catering, video/photographers)
- Media training
- Media advisories
- Pitching media/booking attendees
- Media kits (news release, backgrounders company bios, fact sheets)
- Peak staff on-site
- Media monitoring
- Media follow-up

Our media training services include tips on:

- Understanding what makes news
- Develop and communicating key messages
- Techniques for best quotes and sound bites
- How to identify issues and handle crises
- Marketing your expertise to the media
- How reporters work
- Improving your speaking and presentation skills

Peak has the knowledge and experience to produce a successful news conference that will make the media listen to your story. Whether your conference is addressing an oil spill, a new real estate development launch or a new CEO stepping in, Peak can help your company publicly announce the good, the bad and even the ugly in a fashion that will get your message across effectively and sincerely.



PRESENTATION TRAINING

Does your company create presentations that hit a home run? Are people energized after hearing your presentation?

The delivery of your next business presentation could affect your company's future. We can train you to deliver strong presentations that will result in everything from new business to new sponsors. We have a track record of providing constructive, honest feedback, blueprints for success and memorable lessons.

Our presentation seminars are designed for senior executives and corporate presenters in a wide range of organizations. The training is a one-day seminar given by a Peak's vice president Alyn Edwards, who is an experienced TV journalist and expert presenter with more than a decade of media and presentation training.

The training has three primary objectives:

- Provide a failsafe methodology for effective presentation
- Give instructions on designing, delivering, drafting and delivering information in a presentation
- Harness technology to enhance the presentation rather than interfering with it

The morning session begins with a video tape presentation illustrating pitfalls that can be encountered while delivering presentations. This is followed by an overview of how to develop and deliver an effective presentation and how to manage the questions that follow.

The instructor will then work with participants to ensure they have all the techniques in place to ensure the best possible presentation.

The afternoon session involves videotaped presentations with a playback critique. Participants are evaluated and provided with a follow up critique and recommendations for improvement in giving presentations. To make sure everything sticks, we provide all trainees with a Peak training book and tactical worksheets for reference.

Peak's presentation training covers:

- Planning and developing a presentation
- Familiarization with technology
- Structure
- Preparation
- Appropriate humour
- Accuracy
- Overcoming the butterflies
- Rehearsing
- Making yourself understood
- Delivery
- Speaking out
- Posture
- Interactive
- Listening
- Answering
- Leaving something behind
- Follow up



VIDEO PRODUCTION

Do you want your story told in live video? Would you like to capture a memorable moment in your company's history?

When we say we're a "full service agency," we really mean it. We deliver national-television-worthy visuals that tell your stories to the world.

Peak team members Ross, Alyn, Shael and Dixie have more than 70 years of combined experience in television production, both in front of and behind the camera.

Peak Communicators' video production team has produced award-winning videos that connect clients to their key audiences with compelling emotion as only pictures can. We have local and national resources that can produce everything from B-roll and training videos to high quality corporate image and HDTV productions.

Planning an upcoming sales meeting? We can deliver an inspirational yet practical training seminar or video that complements your strategy. We can also develop and distribute a video news release (VNR) with an arresting visual story about your product, service, a customer success or more.

Our video production services include:

- Video news release (VNR)
- Event coverage
- B-roll and hand-out video
- Training videos
- Promotional videos
- HDTV production
- High quality corporate video

The Peak team has a network of some of the best creative production specialists in Western Canada.

Our video productions include orientation videos for large organizations wanting to show stakeholders what they do and build pride among employees. Promotional videos are used by our clients to sell products and services. Other uses include presentations for annual meetings, showcasing community involvement, employee awards and rewards, real estate offerings including local lifestyle profiles, product announcements, achievement recognition and tourism promotion.

We understand our clients' culture and needs. It's only a small step to represent that in video.



PUBLIC CONSULTATION

Do you have a new initiative that requires public input? Do you need to meet regulatory requirements through public consultation?

Public consultation has become essential to the success of many organizations. It is not only the provincial government's policy to consult the public, but the general public now expects it.

Public consultation will allow you to:

- Get your information out in a strategic way
- Receive information back from the community
- Build dialogue and consensus
- Allow for follow-up
- Meet regulatory requirements

As the general public becomes more involved in the planning of major corporate initiatives, the community feels a sense of unity – ultimately reflecting positively on your company.

Peak Communicators has designed and implemented comprehensive public consultation programs for the public sector with the objective of engaging stakeholder opinion in order to adapt and improve new policy and program initiatives. We work out the logistics; identify the concerns and values of the public; arrange the sessions; register the participants; facilitate discussions and report the outcomes.

Peak's public consultation services include:

- Developing your public consultation strategy and communications
- Ensuring you meet your regulatory requirements
- Stakeholder analysis
- Developing public discussion papers and calls for submissions
- Arranging public meetings, open houses and public workshops
- Working with public advisory committees and liaison groups
- Arranging focus group sessions
- Site visits
- All the details to ensure your public consultation succeeds

We can help you walk the public consultation tightrope with confidence, knowing the groups you most need and want to reach have been well informed and their voices have been heard. We'll set the stage so public consultation does not become "public tomato throwing" and real communication can take place. Adapting and improving your project through public consultation is the ultimate goal, and we can help you keep that goal firmly in your sights.



REPUTATIONS AUDIT

Are you successfully reaching your target audience? Is your message getting across?

It used to be that a communication audit was the first place to start when devising a new communications strategy. But at Peak, we think it's wiser to step back even further to get a good view. Rather than figuring out how good your communications efforts are, we want to shine a light on your reputation to find out what people really think of you, not just how good you tell people you are. Our reputation audit will tell you what your communications strategy should be.

How we audit your company's reputation:

Peak will audit your company's strategic communications plan and provide an objective assessment of what is working and what isn't. Through the evaluation process, we identify the needs of your target audience and employ a clear and effective message that will engage them.

Our reputations audit includes:

- Stakeholder polling and analysis
- Identify objectives and goals
- Identify communications programs
- Identify existing communications vehicles
- Identify the needs of your target audience
- Identify areas in need of change
- Researching other case studies
- Environmental scanning
- Facilitate issue-related workshops
- Facilitate focus groups, interviews and surveys
- Identify positive angles to publicize
- Analysis and evaluation
- Implement timeline for action plan

Our research findings will provide a benchmark for understanding perceptions of your company; awareness of your programs; your services and issues; as well as common sources of information about you and how effective your communications channels are.

We'll help you refine your tools and your approaches to achieve the impact you're looking for – in the marketplace and among your competitors.



MARKETING COMMUNICATIONS

Is your company's marketing campaign building a good brand following?

The modern consumer is better informed, hungry for information and sensitive to issues behind product purchases. Marketing communications plays a key role in building brand equity.

It's not advertising. It's not straight news. Marketing communications can help your business communicate the essential things about your brand so the message gets to your key market.

Peak can help you look at your competition, identify your brand promises, consider your target audiences and market dynamics. Then, with creativity and flair, we'll help you set up credible marketing campaigns to introduce new products or services.

Our marketing capabilities include:

- Brand development & positioning
- Product launches
- Line extensions
- Guerrilla marketing
- Experiential marketing
- Event marketing
- Influencer seeding
- Spokesperson management
- Channel marketing
- Viral campaigns
- Maximizing sponsorships
- Media relations
- Trade show, conference and expo support
- Business to business marketing
- Collateral development
- Consumer education
- Strategic alliances
- Product sampling

Starting with research to determine your specific market conditions, competition and differentiation, we develop a unique brand position and a communications strategy to reinforce your brand.

Peak Communicators understands that today's world is consumer-centric and relevant brands exist to provide their consumers with memorable experiences and a sense of community. Ultimately, brands are extensions of consumer aspirations and desires. That's why, whether our client's business goal is to increase mind-share among consumers or drive trial and repeat of products, our team creates unique, fully integrated programs – programs that capitalize on brand equity as well as leverage strategic partnerships and the interactive nature of today's consumer to broaden reach and stimulate demand.

Our approach enables us to create strategic, integrated programs for both leading and burgeoning brands. It gives us license to unleash some of the most creative programming in the consumer marketplace – programming that captures consumers attention by creating emotional and intellectual connections. And, it's programming with the emotional impetus that causes consumers to not only buy brands, but also to buy into them.



CORPORATE IMAGING

Is your corporate image conveying the impression you want? Does the public really know what your values are?

A positive corporate image is the result of successful communications planning. Effective corporate imaging draws on a variety of communications vehicles and ties them together in creative, consistent and engaging ways.

What is corporate imaging?

Corporate imaging refers to how a corporation is perceived by the public. Generally, it is an accepted image of what a company represents. The creation of a corporate image is an exercise in perception management – not just a logo, but a reputation. At Peak we find corporate imaging is best executed when it suggests a mental picture to the public, something that will stay with them. Peak prides itself in developing creative corporate images that stand the test of time.

Corporate imaging will help your company:

- Generate brand equity
- Reinforce product loyalty
- Spark an interest among consumers
- Facilitate product sales

Peak Communicators is able to work with you to design a comprehensive approach to corporate imaging. From traditional to high tech, we look at all of your marketing and communications vehicles and consider all opportunities for increasing their appeal to find ways to direct, repeat and reinforce your company's impact on its intended audiences. We accomplish this through:

- Editorial services
- Promotional and marketing materials
- Media, government and community relations
- Social media
- Executive presentation training
- Executive media training

These days, audiences are as complex as they are varied. To further complicate matters, there are a myriad of ways to convey an impression. To make the best use of technology, media and other communications tools, Peak creates brand awareness and enhances client retention through the use of promotional products and logoed merchandise, while staying within or below your budget. Peak takes the time to understand both your product as well as the competition. This makes us a great team to co-ordinate your project from concept to final delivery.



EVENT MANAGEMENT

Is it another ho-hum ribbon cutting? Or does your event have lasting impact that will get the media to sit up and take notice?

Whether you're looking to launch a new real estate project, throw a great fundraiser, launch a new product or host a conference, Peak can help. We have extensive experience planning and managing special events of all varieties and sizes, with stellar results.

The right event can support your corporate goals and objectives and create a lasting impression for your various key audiences. Events say something about you and your organization and Peak will ensure it reflects positively on you.

Event management services Peak provides include:

- Budgeting
- Media outreach
- Audiovisual technician management
- Venue selection
- Catering management
- Guest list & RSVP management
- Photography
- Booking entertainers/musicians
- Speech writing
- Assign keynote speakers
- Media training
- Party supply rentals
- Post-event evaluation
- Video production

Tell us what you want to accomplish and how much you want to spend, then leave it up to us. We have the right contacts to land the best venues, caterers, entertainers, keynote speakers, audiovisual technicians and party supply rentals.

Peak knows that an event is much more than throwing a party. It's about boosting the morale of your company and showing appreciation to those who give support, and who will join in supporting your cause.

Event types we can assist with:

- News conferences and public announcements
- Promotional appearances
- Networking functions
- Seminars
- Fundraisers
- Speeches
- Meetings and conferences
- Product launches
- Corporate headquarter openings
- Ceremonies

From new product launches to executive luncheons, Peak will make your event memorable by creative planning, understanding your goals and target audiences and making sure all the detailed pieces fit.



CORPORATE SPONSORSHIPS

Ever consider using corporate sponsorships as a means of increasing your company's profile and garnering goodwill?

Investing in your community through corporate social responsibility is an excellent opportunity to foster goodwill and enhance your corporate image. A strategic partnership or corporate sponsorship can be a particularly cost-effective way of increasing sales and product awareness, while enhancing your corporate image.

We have experience in building sponsorship relationships to support events, activities, people or organizations. These sponsorships include but are not limited to financial support as well as support via products or services. We will match your company with a complimentary sponsor that provides the support, similar to a benefactor. While the sponsor earns popularity, your company can earn or save a lot of money – a win-win for both parties.

Other services include:

- Analysis of sponsorship opportunities
- Identifying potential sponsor organization
- Identifying the event/product
- Analysis of corporate goals and objectives
- Analysis of mission statement, ethics
- Research and evaluate social marketing programs
- Recommendations and measurement
- Negotiating sponsorship agreements

We will help you analyze, create, manage and evaluate sponsorship and social marketing programs to build your corporate image, increase brand equity or generate understanding on a community issue. We start by defining your sponsorship objectives and evaluating the tangible and intangible factors that determine the success of a project.

We will identify and take advantage of the “best fit” opportunities for your company in co-sponsoring events at the local, regional or national level.



COMMUNITY RELATIONS

Is your target audience getting all the information? Have you created a business in which your community can be proud of their association with your company?

It is often stated that community relations are "public relations at the local level." Community relations are important because they help build and preserve your company's most valuable asset – its *reputation*.

Developing positive relationships with your organization's surrounding community can be a crucial building block in any successful marketing plan. Depending on your standing, your community can be your biggest fan or a roadblock at every turn. Additionally, being a good neighbour and corporate citizen is a great way to contribute to your community while fostering goodwill and creating a wealth of PR opportunities.

We can help your organization reach out with a multi-faceted community relations program which is specifically designed to encourage involvement and co-operation in your neighbourhood. This program can help boost and support your company image as a community leader, earning media attention along the way.

Peak's community relations etiquette

- Embrace community relations as a value not a policy
- Take into consideration all key audiences when planning an initiative
- Intersect employee values, business interests and community needs
- Make greater use of creative funding opportunities, rather than generic cash donations
- Focus on positive, constructive objectives
- Strengthen the reputation of your organization by publicizing positive news stories

How we work with your community:

Initially, the Peak team will meet with your company to develop a community relations plan and possible news story angles. Peak will help you:

- Identify the people who have an interest in and are affected by the issues/cause/event
- Determine what the local priorities are
- Establish what your team can *realistically* achieve given the range of expertise and resources available

After you have decided on what your community relations goals are, Peak will help you determine the best way for your organization to communicate with its neighbours. Whether it is a newsletter, an open house, an event, cause-related marketing, volunteering or using the media, we will guide your company through each stage of its community relations program.



CREATIVE SERVICES

Are you truly showing the “unique-factor” of your new product before it’s launched? Are you looking for creative flair that will deliver results?

In today’s myriad of visual stimuli, corporations not only need to stand out, but be considered as leaders in inventive design. You do not want your product to be lost on the consumer or dismissed at random because of an ineffective visual campaign.

At Peak, we have the knowledge and the connections to advise, design and market your company’s product or services and deliver great results.

Peak reaches beyond standard studio services and delivers thoughtful, creative design solutions based on relevant market knowledge, focused business strategies and well-articulated communications plans.

We deliver communication materials that are visually on-brand, fully integrated and engage your audience. We excel at designing print and web corporate brochures, annual reports, corporate identities and marketing materials to connect businesses, customers, employees and vendors.

We don't just help you with your design; we strategically design materials that will far surpass your competition’s efforts. Through formal association, we draw together an engaging network of skills and resources, graphic and multi-media design, production services, advertising, news media and others, to address the most challenging communication needs.

A preview of Peak’s creative services and attention to detail includes:

- Explore the impact of colours, images and photography on your brand
- Look for fresh approaches and angles
- Look at your competitor’s campaigns and to differentiate your brand so you'll stand out
- Make sure you project style, substance, originality and quality
- Make sure you look professional and get the attention you deserve
- Work with designers to create outstanding sites that meet and exceed your business goals
- Make strategic recommendations on how to market your site so it attracts the visitors you want
- Evaluate your web site and offer the appropriate feedback you will need to complement your brand and impress new customers

Whether you are designing corporate print materials or web-based information, Peak can help you strategically meet all your creative needs.



GOVERNMENT RELATIONS

Is your company affected by public policy and government regulation? Is a positive relationship with government a factor in meeting your goals?

So much of commerce today is caught up in the public domain and government agencies and programs are now regulating business. So, it's little wonder that businesses are spending more time lobbying government representatives on many issues and expanding their own government relations functions. Businesses must be knowledgeable about governments and astute in their ability to represent themselves in the public interest.

At Peak, we understand that government relations is about the 'people' at every level in the institutions and departments of governments. It is about the complexity of governments and the dynamic of public policy environments.

We believe that effective government relations includes understanding how democratic processes, political institutions and the machinery of government impact the private and non-profit sectors.

We have the knowledge, experience contacts and government relations team to help businesses influence the government to develop better, more responsible public policy. We are determined to understand your business and address your bottom-line government relations needs.

Our government relations services include:

- Knowledge of government policies
- Filtering through government bureaucracy
- Network of government officials
- Communicating with the "right" member of the legislature
- Handling politically sensitive issues
- Utilizing the media to influence public opinion
- Government media training
- Crisis/issue management
- Handling media for government agencies
- News conferences and events

We can help you to plan the best approach and make the appropriate contacts to achieve your corporate goals. We can help influence the influencers and get your issues covered by the media and listened to by the lawmakers.



RISK MANAGEMENT

Are you telling the public what it wants to hear? How do you prevent your company from being reflected negatively in the media?

Simply talking openly and honestly about your company's risks is not enough in today's world – you have to **do** something about them. Industry practitioners who have had successful interactions with communities have succeeded because of their willingness to back up words with actions.

Risk Management is no longer just a job of assessing risks and limiting them. You must manage your corporate communications and be inclusive and transparent in your corporate dealings. Companies need to back up their words with actions. People don't want to hear about numbers or comparisons; they want to know what you are doing about it.

Knowing the power of public opinion early in your marketing campaign will save your company money, stress and time.

Peak will assist in finding the information people want and discovering what concerns the public have. We will help you manage public opinion with the same priority as other key business strategies. We will help you gain awareness of this state of affairs, because public opinion cannot be fought and won.

Remember:

– ***“We have recognized a risk and this is what we're going to do about it”*** – is what the public wants to hear from your company.

Peak Communicators' risk management program will include:

- Identifying the corporate risks
- Identifying audiences, including the key stakeholders
- Assessing audience needs and concerns
- Developing an effective outreach program
- Involving the community in ongoing risk decisions
- Developing a proactive media strategy
- Co-ordinate media relations with community relations strategy
- Develop effective internal procedures
- Manage the risk process
- Manage the issues

Peak ensures that the communication aspect is included and co-ordinated in assessing risks linked to your company's activity. We ensure your communications process is not only responsive to your company, but is also responsive to the community.



INTERNAL COMMUNICATIONS

Are you using the best communication method to reach your employees? Do you know if they agree with your company's mission?

Communicating with your team – regardless of the size – is an essential factor that makes an organization viable, successful, effective and enduring. Your business will feel the appreciation of its efforts through its loyal personnel.

Building commitment among your workforce to the company's goals, principles, values and strategies is fundamental to your business' success. Internal communications is a vital link in managing a business. Peak has the know-how to advise your company on where it has room for improvement and what things should remain the same.

Whether the task is writing your company's employee handbook or co-ordinating team-building exercises or creating a plan to prevent a company strike, Peak can help.

How we work with your company:

Peak works with human resources professionals and other senior managers to build programs that support corporate objectives, motivate employees, build consensus and reward achievements. We help organizations through difficult periods and sensitive issues such as strikes, mergers, plant closings and downsizing.

Our internal communications program includes:

- Employee opinion audits
- Intranet strategies
- Company anniversaries
- Employee motivation and recognition programs
- Employee meetings
- Executive presentations
- Post-merger communications
- Downsizing support and change management
- Company newsletters
- Internal announcements and events

The communications of an organization - more than any other element - project the "personality" of that organization. With the effective use of communications, your staff will readily support organizational objectives, policies and programs.



RESEARCH AND ANALYSIS

Is your campaign founded on research that will stand up to media scrutiny? How do you measure the success of your last campaign?

Research and analysis is the measure of your organization's efforts and success. It is essential to understand the mindset of your audiences when developing strategic communications strategies. Research and analysis allows you to design a plan based on audience needs and expectations that successfully supports your goals and objectives. .

The core of Peak's expertise is the ability to translate research into specific communications and business guidance in moving forward. Research helps companies better understand the threats and opportunities they are facing, and provides insight into what their competition is doing.

We use stakeholder analysis, polling results, survey measurements and other indicators to assess prevailing opinion about your company. Our analysis quantifies the frequency, context and effectiveness of your key messages and spokespeople.

Our extensive experience on the corporate side includes:

- Branding and corporate image strategy development
- Marketing and PR campaign strategy development
- Execution testing
- Competition research and evaluation
- Quarterly or annual content analysis
- Fact checking marketing and media materials
- Facilitating social media to maximize search opportunities

At Peak we are catalysts. Our research, carried through numerous and proven methods, is meant to trigger action. Our research work gets done promptly – overnight when needed for crisis work - and in a fraction of the time it takes other research vendors to accomplish it. We believe in useful research and design each project to produce tangible results, produce positive action, and contribute to the success of your brand or company



MEDIA MONITORING

Do you want to keep a close eye – with daily updates – on what the media are saying about your company and industry?

Peak has a team of experienced analysts who monitor the media and send you clips as they come in, so you can manage your company's reputation. We offer a comprehensive and timely media monitoring service that can provide your company with daily updates on where a story was featured, what the tone of the article was and how often your story was picked up.

Our media monitoring service offers a convenience you can count on. Whether you need us to source a video clip from last night's news or you need an audio track from something you heard on the radio, we deliver results within minutes.

Peak's media monitoring services include:

- Utilizing media monitoring services that scan all Canadian and select US print media
- Screening daily regional media (newspapers and television) for relevant coverage
- Providing a daily Media Alert on all coverage relevant to a client or campaign
- Sourcing pertinent coverage including digital, visual and audio clippings
- Creating professional reports using MediaTrend™ News Content Analysis based on annual or quarterly media alerts
- Monitoring Internet activity through online vehicles such as Google Alerts or Technorati

We encourage our clients to brag about the coverage they receive. Monitoring the coverage of your company and posting each news clip to your web site is a cheap, convenient and effective way to show what you do best. Peak will work with your web site technician to update your company web site's "bragging rights" section every time the media speaks highly of your business, product or brand.

Peak understands that fast service keeps you ahead of the competition and that time is money. Rather than the exhausting task of reading, watching and tracing the growing number of media outlets that could be mentioning your company's name, let us do the dirty work. Using the latest monitoring and Internet technology, Peak delivers your media coverage right to your inbox – with morning delivery too!



MEDIATREND™ NEWS CONTENT ANALYSIS

Do you know what the media are saying about your company? How they're saying it and who's listening?

An effective communications strategy is not only dependent upon the messages you provide, but also on being aware of how the messages are being received. Without the proper evaluation, you can be creating a corporate image that is not a true picture. Evaluating media coverage is essential in building, strengthening and keeping your reputation, especially in a focused marketing campaign.

At Peak, we offer a unique service that provides you with a comprehensive picture of what is being said about you over a specific time period. Through our analysis of more than 5,500 news articles, we have helped companies set or change the course of their communications to achieve their goals. Peak's MediaTrend™ Content Analysis is customized to meet your needs. We will review and analyze what is important to you and provide comprehensive, strategic advice to guide your communications.

Our MediaTrend™ News Content Analysis can include:

- Scope of coverage
- News media focus or issue
- General communications environment
- Messages the media have focused on
- Focus and tone
- Stakeholders and tone
- Media Relations Points (MRP) summary
- Audience distribution
- Media type and tone
- Media valuation
- Media impact and focus
- Regional distribution: volume and tone
- Media outlets: volume and tone
- Key people quoted
- Notable quotes
- Internet impact

We can help provide you with the information you need to make the right decisions for your company.



CONTACT AND PROJECT COSTS

Peak Communicators presents the following fee schedule for services:

Media Training (Group of 5)	\$4,000 full day/\$2,500 half day
Presentation Training	\$4,000 full-day rate
Vice Presidents	\$225 per hour
Senior Consultants	\$175 per hour
Consultants	\$150 per hour
Co-ordinators	\$75 per hour

Peak Communicators is flexible in the manner in which it engages with various clients. Some clients work with us on a retainer basis; others on a project basis; some hourly and some based on the project for a fixed fee. We would be glad to discuss various options with your company.

Please feel free to contact:

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Further information on Peak Communicators can be found at www.peakco.com. We invite you to get to know us better.