

An Introduction to

presentations
unlimited

marketing
design
communication

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Introduction

Presentations Unlimited was established in March 1989 as a full service marketing support agency able to provide a comprehensive range of marketing services to a variety of clients operating in a variety of markets.

The business commenced with the organisation and management of an international trade exhibition in the plastics industry and then developed, by building on my own personal experience, to provide a comprehensive marketing support service.

Over the past thirty years I have built an interesting client list and have gained a working knowledge of a number of industry sectors in both the consumer and business-to-business sectors. A list of some of our clients is included in this presentation.

In addition to event management and marketing consultancy services, I am able to handle advertising, design, print, PR, database building and management, sales support, promotions, direct mail.

The purpose of this presentation is to show the range of support services available through Presentations Unlimited and hopefully to suggest how my broader range of services may be of long-term interest to potential client companies.

More information may be found by visiting our web site at www.presunlim.com.

Personal Profile - Peter Phipps

Born in Birmingham, I received a traditional Grammar School education and, following early work experience, joined the major food manufacturing and distribution Group, General Foods Limited. Here my career development covered direct selling in the retail, wholesale and business to business areas, the supervision and management of a sales force and, latterly, a position within the marketing division of the Company, where I was responsible for the strategic planning and promotion of the Maxpax product range to a wide variety of industry sectors.

Business-to-Business Direct Marketing, plus sales promotions, merchandising, advertising, on-product incentives and point of sale, all played their part in the overall marketing planning in this fiercely competitive fast moving environment. General Foods was really one of the first companies to apply well-developed, sophisticated consumer marketing techniques to a business-to-business environment and thus many important lessons were learned and much experience gained that has provided invaluable in my later business life.

In 1986, I joined the English Riviera Centre as Sales and Marketing Manager, where my role was to develop and implement plans to promote this new £15 million Conference, Exhibition, Leisure and Entertainment Centre as a venue of choice amongst both commercial and public customer bases.

My team's success in the conference and exhibition marketplace saw the attraction of over one hundred events to the Centre, with a revenue potential of over £3 million.

My experience at the Centre led to the formation of my own business providing a total marketing agency service to utilise the experience gained through my career.

Since setting up Presentations Unlimited in March 1989 the business has provided event management, marketing consultancy, marketing management, PR and support services in a wide variety of industries and market sectors – Conference/Exhibition, Food, Confectionery, Signs, Home Improvements, Motor, Computers, Dental, Engineering, Marine, Transport, Plastics, Printing, Housing, Professional Services - Architects, Solicitors, Insurance, Finance, Healthcare etc.

I provide a comprehensive marketing service backed up with a wide range of agency fulfilment services so that I am able to manage and fulfil complete campaigns from conception to completion if required. I strive to maintain a professional yet personal service.

The work undertaken on behalf of clients' ranges from one-off projects to the total planning and management of long term marketing campaigns and strategies. It may include event planning, organisation and management, copywriting, design and print, media planning, database building, direct mail, telemarketing, PR, and research.

Clients I Have Worked With

2020 Plastics
Acorn Ecology
BFM
Brightsea Group
Carrs Maserati Ferrari
Castlemead Insurance Brokers
Chateau Select
Club WiFi
Corpdata
Dartington Hall
Delaney & Hart
DVF
Gardner Distribution
Goodwin Dental Ceramics
Greenbus Coaching
Harmony Profiles
Heating and Ventilating Contractors
Hedgerow Print
Helston Garages
Hercules CSMD
Hercules Hydraulics
Jamaica Press
Learning & Skills Council
Leonard Cheshire Foundation
Local Eyes
Marsh Barton Security Services
Millen Drylining
Mole Drainage
Muir Europe
Ocean BMW
Peninsula Asset Finance
Perspective CCTV
Phillips Plastics
Plytech UK
Present2Sell
QMS
Renolit UK Ltd
Rydon Signs Ltd
Samaritans South Devon
Sampsons Farm
Sidwell Motor Company
South West Used Cars
Sowton Motor Body Repairs
Stuart Interiors
The Arundell Arms
The Kings Arms Holsworthy
The Timbershack
Westcountry Cases
Westcountry Housing Association
Williams & Triggs
Manufacturer of Innovative Products
Environmental Surveys
Association for British Furniture Manufacturers
Litho and Digital Print
Maserati Ferrari Franchise
Commercial Insurance
Wine Sales & Tours
WiFi installations
Marketing Data
Conference / Meeting Facility
Communication Training
Metal Fabrication / Towbars / Trailers
Specialist Transport Company
Dental Laboratory
Business Coaching
Aluminium Profiles
Trade Association
Litho and Digital Print
Multi Franchise Car Dealership Group
Marine Engineering
Hydraulic Services
Printer
Organisation of Skills Festival
Charity
Optician
Security
Liquid Screed
Sustainable Drainage Systems
Marine Equipment
Group of BMW Dealerships
Asset Finance
Digital CCTV Systems
Packaging, Presentation & Promotional Products
Roofing Systems
Home Staging
Road Markings
PVC Supplier
Sign Manufacturers
Charity
Hotel and Restaurant
Alfa Romeo/Fiat Franchise
Website from Major Dealership Group
Body Repair div. of Multi Dealership Group
Period English Interior Design
Hotel and Restaurant
Restaurant, Pub and Accommodation
Online Timber
Manufacture of bespoke packing
Housing Association
Monumental Masons

Marketing Packages

With a Marketing Package I act as if I am a direct employee of your business carrying out all the tasks you would expect a Marketing Manager to do.

Packages start from just £325.00 per month and are usually structured along the lines below:

Number of hours per month	5	10	15	20
How many meetings – mileage and travel included*	1	2	3	4
Number of months notice to cancel	1	2	3	3

* up to 50 miles from EX2 8UY

- Hours may be used for strategy planning (meetings, phone calls, emails), support, implementation and project management
- Action plans and projects are typically made for about 90 days at a time. Other ad-hoc work supplements this according to individual requirements
- Payment is by monthly invoice in advance

Other services that I am able to fulfil in-house, such as telemarketing, may be added to any arrangement.

PR Packages

PR can be extremely effective in building and maintaining awareness at relatively low cost and should undoubtedly form part of a pro-active marketing plan. Packages start from £1500 per year.

PR undoubtedly works best if an ongoing campaign is planned and my service would be based on the targeting of press releases to the trade and local press, online and offline.

A typical PR campaign would include:

- Creation of a specific media database
- Maintenance and development of that database
- Creation of regular press releases
- Distribution of each press release to appropriate media by mail/email
- Following up as appropriate
- Regular discussions on PR strategy and planning

This is usually arranged as either:

- 12 month plan with 4 press releases
- 12 month plan with 6 press releases

There is no doubt that distributing photographs with press releases adds interest and increases the likelihood of gaining coverage.

As part of my PR service I would be happy for you to refer the resulting advertising sales calls from the media to me.

Marketing Services

The knowledge I have developed through working in many industries means I have direct experience of most, if not all, areas of marketing support.

Although I am happy to work on a project-by-project basis, my most successful client relationships have been based on a longer-term relationship, which enables me to become “involved” with my clients’ business and make meaningful and effective contributions to business growth and strategy.

Ad-hoc projects may include:

Advertising

Advertising is a major part of many companies marketing activity and, in many cases, will probably need to remain so. Naturally I am conversant with all the demands of the various media and equipped to ensure that advertising meets its deadline and is reproduced accurately.

Where I am retained by clients on a fee based structure I am able to negotiate the purchase of media space to ensure that our clients receive the best rates available.

Branded Items / Business Gifts

I have established partnerships with most of the major manufacturers and UK distributors and hence can offer a vast choice of branded products, all at very competitive prices.

I am happy to suggest ideas and particularly enjoy the challenge of trying to find something just that little bit different that will help your business stand out from the competition.

Copywriting

Copywriting is completed in-house and is based on the creation of effective marketing copy for the hundreds of brochures, websites and press releases I have produced.

Design

I have a team of designers offering different specialities so that I am able to use to meet the individual needs of various clients.

Over the years we have been involved in producing effective design whatever the need – production of direct mail pieces, brochures or leaflets, advertising, stationery etc.

Direct Marketing

Direct marketing is playing a far more important role in many businesses marketing activities as the benefits of well-targeted efforts become more apparent.

Direct marketing can be used effectively to generate enquiries, or sales, direct and hence an element of market profiling can be incorporated that can increase the effectiveness of many marketing activities by placing the message directly in front of people who should be interested.

I have experience of sourcing effective mailing lists focussing upon business type or size, turnover, lifestyle profiling and many other criteria. Alternatively, I am able to source relevant information and build custom databases for our clients. This is particularly interesting for many local businesses where there is a real need to consider continuing activity over a long term.

At Presentations Unlimited we have our own in-house telemarketing service, which, has been used to good effect in support of direct mail.

Marketing Services (cont.)

Email Marketing

I subscribe to an email broadcasting system that enables me to handle the design and distribution of email marketing messages in-house.

Email newsletters are sometimes a useful method of maintaining contact with both customers and prospects and once designed the system can store your email template and we simply update the content for each issue. The system is equally useful for one-off marketing messages.

Event Management

Presentations Unlimited was originally established to complete the organisation and management of a substantial international trade exhibition in the plastics industry.

Again I have a great deal of experience of organising events of all kinds.

I have been involved with the organisation of trade exhibitions, conferences, seminars, meetings, product launches, promotional events and all kinds of business function and always try to bring added value to any event I am involved with.

I have access to all the required support services to ensure that any corporate function meets its objective and can provide a complete or partial organisation service.

Internet & Websites

As I do for more traditional marketing material, I am able to offer a complete service for the design, installation, hosting, marketing and maintenance of corporate websites.

Initially it was important to establish a presence on the Internet but now, with the growth of this media, it is vital to identify clear objectives as to what the Internet can provide and ensure that your website makes an effective contribution.

Design is obviously important but even more so is the development of a strategy that ensures a return. We can advise, implement and maintain a total effective Internet marketing solution integrated with other activity.

Newsletters

Newsletters have been used by many businesses to effectively promote a range of products or services and to build an image or awareness of a wide range of services or applications.

I have considerable experience in writing, editing and producing cost-effective newsletters for a variety of clients.

PR

PR can be extremely effective in building and maintaining awareness of a company at relatively low cost.

As part of my comprehensive marketing support service I offer a PR service and have established contacts with all local and many national media.

PR may be included in any fee-based structure or alternatively could be considered as a stand-alone project.

Marketing Services (cont.)

Print

As mentioned under design I have been involved in purchasing a large number of printed items for our clients and hence have vast experience of the management of print projects and print buying.

Research

Several of the projects in which I have been involved have demanded some kind of market or consumer research.

I am experienced in the generation and collation of market data, which may be vital for a new product launch or development.

Equally I have been involved in both store and consumer testing of products prior to launch and have experience in presenting these results in a professional yet easy to read manner.

Telemarketing

Much of my work is concerned with generating response on behalf of my clients, generally, but not exclusively, in the development of new business.

Over the many years I have been involved in direct marketing it has been proved many times that the use of the telephone can be very effective. Thus I have my own telemarketing facility.

Current projects include following up direct mail, generation of new business from existing customers and initial research of prospect opportunities.

Summary

With my experience of working with a range of marketing services I am able to provide the kind of support required to make a continuing worthwhile contribution to my client's business growth strategy in the short or longer-term.

I always strive to suggest innovative solutions for individual projects or problems, which can only come about by having a firm understanding of our client's business.

Why not visit my website – www.presunlim.com.