



Event Management

with a twist



clearlycontent
communications inc

- 
- HONEST
 - EFFECTIVE
 - COMPELLING

Storytelling through Public Relations

We provide strategic communications, awareness campaigns, public outreach and digital communication. We craft each 'story' to create happy and harmonious relationships between our clients and their customers, stakeholders and target audiences.

15+
years

Enriching the Caribbean region with a full suite of offerings through:

- + Market Research
- + Stakeholder Management
- + Strategic Event Management

= to enhance our clients' brand efficacy

MEET *our* MANAGING DIRECTOR



Heather
Barker



Award-Winning
Fiction Writer



MSc in Electronic
Publishing



Decades of
Experience In Mass
Communications



Stellar Track Record
of Media and PR
Development



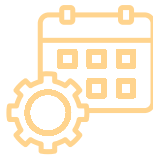
Communication Strategy
Development and
Implementation

A highly competent, multi-disciplinary team

Our expertise includes



Project
Management



Event
Management



Social Media
Management



Graphic
Design

in addition

we maintain collaborative working relationships with
professionals in areas such as Change Management and
Media & Video Production.

We plan and execute
events with a
difference.

Strategic. Clear. Effective.

Shaping your story around your event.

Event managers usually coordinate logistics for one-off events that check the boxes that satisfy a current need. We do more than events for events' sake. We're strategic, clear and effective and help to shape your story around your event.

Our targeted content and communication management for events are ultimately designed to meet your broader strategic goals.

Whether you're launching a new product, entering a new market or looking to enhance your brand image, our team of PR experts are ready to help you strategically tailor your event to reach your big-picture objectives.

We enhance your event with
a strategic public relations
approach.

Increase awareness
and engagement
among your target
audience

Enhance your
brand visibility

**We can
help you:**

Promote
behavioural or
positive change

Foster and
maintain a
positive public
image

Improve your
relationship with the
media and maintain
positive attention



Let's get you *tailored*

Each event and each client's strategic goals are different, so have a look at the options below. We can build on them and tailor something even more suited to your unique needs.



Option 1

Communications and Media Relations:

Building and maintaining anticipation around anniversaries, product launches, new service offerings or amalgamation of companies is a fool-proof marketing strategy. Good media relations can go a long way toward creating buzz around your event/endeavours.

We offer:

- comprehensive media relations campaigns across various platforms
- coordination of special newspaper supplement
- media outreach and management
- press releases
- press conference
- interview guides
- PSAs, taglines, TV/radio ads
- media monitoring for contracted period (pre-event, live and post-event)
- media interview coordination and scheduling
- paid interviews and promotions
- media kits
- communication materials (flyer/poster/countdown to event post)

Option 2

Event Coordination and Vendor management:

Full PR event management services take the load off you while we plan, coordinate, execute and manage your event from start to finish, including:

- developing your theme and concept
- developing your guest list and managing RSVPs
- procuring quotations for décor, catering, lighting, audio/visual and entertainment etc.
- securing the venue
- overseeing venue/site set up
- on-site vendor management
- photography and videography services

Option 3

Event Campaigns on Social Media:

We can design a contained social media campaign related to your upcoming event. Let us help you tell your brand story by elevating your social media presence. We can:

- manage up to two (2) of your social media platforms ahead of, during and directly after your event
- create and implement special social media campaigns
- develop social media schedule
- create posts, videos and graphics
- schedule and post content
- monitor and analyse logistics

Option 4

Hybrid Event:

We bring viable virtual options to your events based on your unique needs. We offer:

- live-stream engagement and management
- integration of pre-recorded and live content
- technical management

Option 5

Brand Development:

We'll help you design your celebratory "look and feel" through the creation of brand narrative and tools such as:

- special event logos
- slogans or taglines
- event webpage/micro-site

Option 6

Measurement and Monitoring:

Measure your event's success by collecting qualitative and quantitative data directly from your target audiences or attendees. Our post-evaluation report is a high-quality electronic publication that showcases your event's alignment and contribution to your overall strategy. We design and offer:

- exit polls/surveys/questionnaires
- data analysis
- post-evaluation report

THIS IS *how* WE DO IT

Methodical Planning & Execution

By aligning every aspect of your event with your broader business objectives, we ensure that every planning decision directly contributes to achieving your big-picture vision and goals.



Strategic Consultation:

We begin each project with a client kick-off meeting to document your goals, vision, theme, budget, refine target audience, services to promote, and key brand stories so we start on the same page.

Navigating the who, what, when, where, how and, crucially, why.

Meet some of our
happy
event clients





Fortress Fund Managers

We have provided content creation services, marketing communications support and media relations for Fortress Fund Manager's marquee event, the Fortress Investment Forum since 2015. The event attracts upwards of 300 attendees, is held at the Frank Collymore Hall in Bridgetown, Barbados and focuses on the investment landscape locally, regionally and internationally.

We've conceptualised/created/managed the following:

- Brainstorming/conceptualising 2025 event theme - "Navigating an unsteady world"
- Coordination of event photography and videography services and management during the event
- Media Relations - Specifically drafting, dissemination and media monitoring of pre and post event releases; media invitations, follow up on RSVPs and management on site; coordination of on site interviews with senior Fortress spokespeople
- Securing guest appearances - Coordination of interviews with Investment Director and Chief Financial Officer on outlets such as the Caribbean Broadcasting Corporation's 'Mornin' Barbados' show
- Marketing Communications & Promotions - Paid radio interviews coordination including booking and preparing briefs for announcers and guests targeting attendee demographics



Coastal Zone Management Unit (Barbados)

Name/Type of Event: ICZM Draft Updated Plan & MyCoast Coastal Risk Management Plan (CRMP)

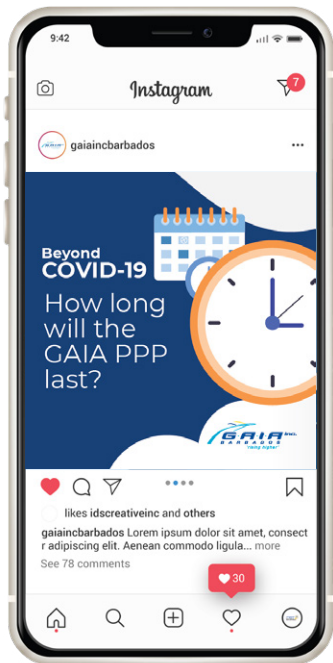
Successful Events/Services: ICZM Plan Virtual Public Inquiry Meetings

We provided marketing communications, stakeholder management, media relations, monitoring and evaluation, public awareness campaign services for a series of virtual public meetings for the Coastal Zone Management Unit in 2020/21.

Click above: Sample of Work: Meeting snippet with logos

Click above: ICZM social media content

Click above: CRMP motion graphics



Grantley Adams International Airport (GAIA Inc.)



click above to view channel

Name/Type of Event: GAIA Inc. PPP Investors' Conference

We effected media relations, photography and videography as well as provided stakeholder management and monitoring and evaluation services for a well-attended and successful investors' conference held at LESC in 2019 to share details of investment opportunities for the airport with potential investors and other interested stakeholders.





UPstart Caribbean

Name/Type of Event: The Entrepreneurs Roadmap to Success Workshops

Successful Events/Services: UPstart Caribbean Launch, Roadmap to Success Workshops, Entrepreneur Betty Series, Brand Development.

We envisioned, created and provided full event management services for the successful series of workshops for micro and small entrepreneurs under the brand: UPstart Caribbean. We also provided media relations, website development, sponsorship management, and vendor management services (catering, venues, branding etc.)

Click above: Sample of work: Upstart Caribbean Launch

Click above: Entrepreneur Betty

Click above: Roadmap to Success workshop snippet



MASSY United Insurance

Name/Type of Event: Massy United Insurance 130 years of history celebrations.

Successful Events: Church Service, Customer Appreciation Day, Family Fun Day, Open Day, Kiosk Launch at Sunset Crest

We provided an array of services including CEO speechwriting for awards ceremonies, full event management for new location launch at Sunset Crest, St. James, and full event coordination and management for Massy United's 130th anniversary: church service at St. Mary's Church, open day at its headquarters and family fun day including a treasure hunt, catering for all staff, site visits etc.



strategic. clear. effective.

Ready

to enhance
and elevate
your events?



clearlycontent
communications inc

Contact us today at
info@clearlycontent.net