

B-M - "A GLOBAL PARTNER"

Why the Department of External Affairs would benefit from establishing a partnership with B-M

- o Broadest range of established communications skills that can be brought to bear fast on situations almost anywhere in world
- o React to your needs and opportunities by changing direction or geographic focus as program evolves
- o Close coordination of activities from reporting to billing, from message development to news distribution on a global basis
- o Shorter learning curve as programme develops
- o Reduce response time in implementing through wholly-owned, common culture, as opposed to independent units managed by holding company or loose association
- o B-M's global network aims to maintain consistent performance from location to location. Our people are trained to a single standard, and we are used to interaction and working together on joint projects
- o With B-M the Department of External Affairs would have the leverage of worldwide accountability. You would be an important and prestigious client. B-M Canada would literally "live" your business and energetically represent your interests throughout our network