

PROGRAMMING AND BUDGETING

- o Program content dictates balance of senior executive involvement (strategic counselling vs. "arms and legs" implementation; ranges from 10% - 15% to 60%)
- o Degree of client involvement in overall coordination is key
- o B-M Ottawa is lead office and hub of international program, calls on advice and counsel from B-M Toronto and elsewhere in system
- o B-M can offer cost effective working communications strategies/implementation at controlled cost.
- o B-M Canada top management commits to close, personal involvement

- o Hourly rates for program implementation
 - Senior Counsel/Management C\$ 125
 - Project Supervision C\$ 95
 - Account Executive C\$ 75
 - Admin/Secretarial C\$ 25
- o Hourly rates for strategic advice and counsel, \$150-\$200
- o Hourly rates outside Canada vary from country to country, \$90-\$300