



COMPANY CREDENTIALS

Fresh Communications & Events is a creative communications consultancy, incorporating a mix of public relations, promotions, brand management and event management.

Our vision of is to create **fresh**, original and distinctive communication plans and events for our clients.

As an innovative and energetic team **Fresh Communications & Events** provides hands-on management to all of our clients however big or small.

Fresh Communications & Events comprises of two senior publicists and event managers, Lyndel Molloy and Janet Glover who have worked together for a number of years and have a combined twenty-plus years experience working in various publicity and event management roles.

Both Lyndel and Janet have an unsurpassable knowledge of the business and throughout their careers have implemented many successful campaigns for fashion, beauty, community, cultural, entertainment and arts related clients. Each project has required the communications strategies and publicity plans developed in line with each client's campaign objectives.

Fresh Communications & Events have extensive experience dealing with media at all levels, from negotiating and managing media partnerships, briefing key media for feature stories and profiles to providing relevant information for product placement and event information for calendar listings.

Lyndel has been a publicist and communications consultant for the past 11 years and has worked on the strategy and implementation of campaigns at local and national levels for a variety of fashion, beauty, lifestyle, arts, cultural and entertainment clients and is often called upon to manage large international talent tours to Australia.

Janet spent 5 years as senior consultant for boutique Sydney PR agency Avviso where she specialised in cultural, community and arts events projects at a local, national and international level before joining Lyndel in 2005.

Together as **Fresh Communications & Events** we bring a wealth of experience.

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CURRENT AND PREVIOUS CLIENTS

In alphabetical order.

APEC 2007 – Asia-Pacific Economic Cooperation

Lyndel was appointed the Economy Media Liaison Officer for Australia when Sydney hosted this event in 2007. 21 world leaders (member economies) hosted by the Australian Government APEC is an inter-governmental forum facilitating economic growth and prosperity, cooperation, trade and investment in the Asia-Pacific region.

Art & About 2005

Fresh were appointed by the City of Sydney to publicise their annual outdoor arts festival Art & About held in October 2005. The Festival consist of a series of free public art projects, events and exhibitions held across the CBD and surrounding suburbs. The public relations campaign focused on raising awareness of the events and the value of public art in general along with giving exposure to both emerging and established Australian artists.

Aurora Bar

Fresh managed the opening night launch event for Aurora Bar & Lounge in August 2006. Co-ordination of celebrity guest list, DJ and live entertainment, production, theming together with a three month advertising campaign to coincide with the opening.

Australia Day Council of New South Wales 2005 – 2008

Fresh are contracted by the NSW Premier's Office of Protocol & Special Events to promote and publicise the Australia Day Council's events and activities in NSW. The project required a state-wide communications and promotions campaign incorporating the development and implementation of a public relations plan, media management (briefings, accreditation, OB logistics), stakeholder and government agency liaison, media partnership and promotions management.

Australian Film Commission (AFC)

As senior consultant at Avviso Janet managed the communications and public relations for AFC including corporate and policy announcements along with event management & production, funding and awards announcements and positioning strategies.

Australian Jockey Club – Royal Randwick 2006 – 2007

Management of the PR events program including the exclusive star-studded function to officially launch the AJC's premier racing event, Royal Randwick's Easter Carnival in 2006. Fresh also produced their exclusive VIP Celebrity Marquee events at the 2007 Easter Carnival and the 2007 Melbourne Cup Day. Fresh coordinated the entire event production, managing the VIP and celebrity guest list, entertainment, catering and theming.

Blackmores Sydney Running Festival 2004 – 2006

Fresh were contracted by Jane Ferguson Consulting to develop and implement a public relations strategy to raise awareness and drive entries to the Running Festival, specifically highlighting the new Family Fun Run in 2005 which tripled its participants in 2006. Also included managing media partnerships and media co-ordination and coverage of the event.

Chief Executive Women

Fresh have been appointed to produce and manage the 2008 Annual Gala Dinner for CEW for 700 guests. Fresh is coordinating the entire event, overseeing production, theming and catering, sponsorship, staffing and RSVP management in close consultation with their organising committee.

City of Sydney – New Year's Eve & Chinese New Year

From 2000 to 2005, Janet was Avviso's Account Manager for all City of Sydney's projects. She managed the media and communications campaigns for the New Year's Eve Celebrations and the Chinese New Year Festival working closely with the City's Cultural and Community Affairs Unit as well as the Public Affairs and Marketing Unit.

Working on both projects entailed the development of communications strategies in line with City Of Sydney objectives, implementation of publicity plans, tracking and reporting media outcomes and activities, presenting public relations plans to sponsors and stakeholders, development and management of media partnerships, media management and logistics at numerous events.

Cure Our Kids

Cure our Kids is an independent charity dedicated to providing support to the Oncology Unit at the Children's Hospital at Westmead, helping families with children undergoing treatment with practical support and funding for ongoing research. Fresh assists with media, sponsorship and public relations requirements for their fundraising activities.

Decision Point Company

Fresh was appointed external public relations agency for boutique Australian cosmetics distributor, Decision Point Distribution. Responsible for writing all media materials, managing and distributing beauty media requests and securing product placement in national monthly and weekly magazines. Brands represented include Laura Mercier, Barielle and Freeze 24/7.

FHM Magazine Awards

Event management for the annual FHM Magazine fashion and grooming awards in October 2003. The event consisted of a slick, sexy fashion parade at the exclusive OPIUM restaurant with 400 VIP guests from the prestigious fashion and beauty industries in attendance.

HRH Princess Mary of Denmark and HRH Prince Frederik of Denmark Tour

Lyndel was appointed by the NSW Premier's Office of Protocol & Special Events, as the Tour Publicist for the 2005 visit to Australia. This visit attracted mammoth media attention both in Australia and internationally and we were responsible for managing all media requests at all private and public appearances made by the Royal couple.

Mayor Rudy Giuliani Tour

Lyndel was appointed Tour Publicist for the seven city charity visit to Australia and New Zealand for the 107th Mayor of New York, Mayor Rudy Giuliani. Lyndel was responsible for creating a national itinerary, managing press conferences in each city together with all media liaison, TV, print and radio interviews.

Sydney Turf Club 2003 – 2006

Fresh was the external public relations agency for the Sydney Turf Club and managed all the publicity, promotions and events for the annual Golden Slipper Festival, a one month event that culminates in the prestigious Golden Slipper Race Day. The Festival comprises of Fashions on the Field, Ladies Day and an exclusive celebrity party held in conjunction with Sydney's leading gossip and social pages, Sydney Confidential within The Daily Telegraph and the highlight being the VIP & Celebrity Marquee on Golden Slipper Day.

Sydney Festival 2008

Fresh were appointed to publicise the inaugural Festival First Night staged on the opening night of the Sydney Festival in 2008. The brief was for a broad public campaign beyond that of the normal Festival reach, incorporating government and stakeholder relations as well as maximising media partnerships, culminating in a publicity blitz on the week leading into the event as well as media briefings and on-site management.

Sydney Film Festival

Janet was contracted by Avviso to manage the public relations campaign for two years in 2004 and 2005. The project included the development and implementation of a communications strategy plus management of media through accreditation, preview screenings, interviews and an on site media centre.

Think Brick Australia

Event management of the About Face 2007 Awards, a gala Awards dinner for architectural design for 200 people, Fresh produced the entire event, overseeing production, theming and catering plus RSVP management and the coordinated the logistics of flying in Award nominees and judges from around Australia as well as organising accommodation and ground transport while in Sydney.

Weight Watchers Australia

Contracted to Weight Watchers specifically to work on their Slimmer of the Year Awards program (Australia & New Zealand) since 2006. Fresh manages the national judging program, sourcing and negotiating sponsors including Ford Australia, MBF, Puma and BlackBerry to name a few. Fresh also produces the gala Awards Lunch in Sydney for 150 people.

Woolworths Limited

Contracted to Woolworths to develop and implement an ongoing public relations campaign specifically for their premium Select label. Fresh produced the Select Label Media Launch event in December 2007 for 100 pax. Project required the development of stylised theming in line with Select label's unique branding. Coordinated a tailored menu designed specifically to use Select products, merchandising and product display along with entertainment, database and RSVP management.