

Arts and Culture Professional Development Program Consultant List



Cape Breton Growth Fund Corporation
Corporation fonds d'investissement du Cap-Breton

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Business planning/strategies	
Events, product launches	
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CONSULTANT

Absolute Design
P.O. Box 428
Sydney, NS B1P 6H2
Holly Grant and Weldon Bona
Phone: (902)562-0490
E-mail: info@absolutedesign.ns.ca
Website: www.absolutedesign.ns.ca

SERVICES

- Market Strategies
- E-Commerce
- Product Packaging and Promotion

Absolute Design offers a full range of graphic design services - CDs, flyers, logos, menus, reports, posters, signage, pre-press, programs, brochures, invitations, catalogues, advertising, newsletters, copy writing, book covers, photographs, annual reports, display booths, website design, announcements, video packaging, publication design, promotional material, and direct mail campaigns.

In addition to providing marketing and packaging assistance, two of the company's principals have a wealth of involvement in the cultural sector, serving as board members and administrators of cultural organizations, and working on numerous cultural studies, conferences and events.

RATES

Weldon Bona, Principal	hourly - \$60
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Holley Grant, Principal	hourly - \$60
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N.B. Individual jobs are quoted on a project basis.

CONSULTANT

Dan White & Associates Limited
1428 Coxheath Road
Sydney, NS B1L 1B3
Dan White
Phone: (902)564-5133 Fax: (902)564-0165
E-mail: danwhite@syd.eastlink.ca

SERVICES

- Market Research and Strategies
- Human Resource Development and Planning Services
- Sector Planning and Capital Acquisition
- Communications and Marketing Services
- Feasibility Assessment
- Business Case Development
- Economic Impact Assessment

RATES

Dan White, President

hourly - \$95

per diem - \$712

CONSULTANT

Icon Communications & Research Inc.

66 Wentworth St.,
Sydney, NS B1P 6T4
Eleanor Anderson

Phone: (902)539-0044 Fax: (902)539-0045

E-mail: info@iconcommunications.ca

SERVICES

Results-oriented, deadline driven, leaders in the arts and culture consulting sector - these are just a few of the traits that describe Icon Communications. As Cape Breton's only full-service agency, Icon offers a diverse range of marketing and research services that meet and exceed the needs of its many clients. Specializing in the arts and culture, Icon has worked for the Savoy Theatre, Celtic Colours, the Highland Village Museum, Gaelic College, Nova Scotia Tourism & Culture, Inverness County and Strathspey Place Association, as well as many other organizations in a range of development and promotions capacities.

This agency has extensive experience managing local, national and international projects, as well as multi-partnered projects. Icon's staff are experts in marketing, strategy development and implementation, graphic design and research. Icon also has experience in community facilitation and the delivery of crisis management programs and public relations services that can be customized to meet client needs and sensitivities. With a strong reputation for accessibility and accountability, Icon's consultants value project tracking, monitoring, client evaluations and contractual arrangements.

RATES

Eleanor Anderson, President
Terry Smith, Senior Account Manager
Brendan MacDonald, Project Manager/Research Specialist

Consulting Fees, Graphic Design, Public Relations, Project management/coordination -\$65/hour

copy writing, translation services - \$45/hour

mileage rate - .33 cents per kilometre

per diem - \$60 per day

finance handling fee - 10% on third party invoices

CONSULTANT

Future Learning Inc.
25 Queen St., Suite 23
Charlottetown, PE C1A 4A2
Terry Allen, Vice President
Phone: (902)892-2999 Fax: (902)892-1919
E-mail: tallen@futurelearning.com

SERVICES

- Business Development Strategies
- International and Local Market Research
- Trade/Export Readiness
- product development
- E-commerce, E-Business and Web Page Facilitation
- Project Management
- Event Management
- Media Management

RATES

Terry Allen, Vice President of Marketing and Analysis and Senior Consultant
Bernadette Allen, President Future Learning Inc.
Ellen MacPhail, Champion Group
Shelah Allen - Future Learning/Champion Group
Tyler Stapleton - Future Learning Inc.

Senior Consultant - \$750/day
Junior Consultant - \$500/day
Support Staff - \$350/day

Additional expenses contributed to supplies, travel and miscellaneous costs are not included in the per diem rates.

Each consulting event will be quoted and based upon the size and scope of the project using a per diem rate.

CONSULTANT

Knightsbridge Marketing Consulting

P.O. Box 44222

Bedford, NS B4A 2X0

Stuart Strathdee, Senior Partner

Phone: (902)456-7929 Fax: (902)835-7512

E-mail: stuartstrathdee@knightsbridgemarketing.com

Website: www.knightsbridgemarketing.com

SERVICES

- Strategic Planning Facilitation Sessions
- Diagnostic Assessments
- Development and Documentation of Complete Strategic Business Plan
- Business Mentoring
- Trade/Export Readiness
- E-Commerce
- Market Strategies
- Business Planning Assignments

Marketing: Advertising audits, brand management, communications program, corporate image counselling, diagnostic assessments, direct marketing, distribution studies, e-commerce, entrepreneurial marketing, international marketing counselling, market feasibility studies, marketing audits, marketing mentoring, marketing plans, market research, new product development, package design, pricing strategies, public relations programs, relationship marketing, and sales and sales promotion programs.

RATES

Stuart Strathdee, Senior Partner

per diem - \$750*

*plus HST

Direct charge estimates (e.g. travel) will be pre-approved by CBGF prior to expenditure.

CONSULTANT

MRSB Consulting Services Inc.,
16 Garfield St.,
P.O. Box 2679
Charlottetown, PE C1A 8C3
Everett Roche
Phone: (902)368-2643 Fax: (902)566-5633
E-mail: everett.roche@mrsbgroup.com
Website: www.mrsbgroup.com

SERVICES

MSRB Consulting Services

- financial management
- trade/export readiness
- human resource development

NorthStar Business Solutions

- electronic commerce

RATES

Everett Roche, Partner of Firm, Senior Consultant	hourly - \$105
Brenda MacNeill, Senior Consultant, Principal	hourly - \$80
Lloyd Compton, Senior Consultant, Principal	hourly - \$80
Wendy Drake, Consultant	hourly - \$65
Vernon MacIntyre, E-Business Consultant	hourly - \$50
Blair Frizzell, E-Business Consultant	hourly - \$50

CONSULTANT

MTM Marketing & Communications

216 Whitney Avenue

Sydney, NS B1P 5A4

Tara Milburn

Phone: (902)567-0033 Fax: (902)567-0505

E-mail: tmilburn@syd.eastlink.ca

SERVICES

- Trade/Export Readiness
- Market Research
- E-commerce
- Market Strategies
- Business Development

RATES

Tara J. Milburn, Principal

\$75 hourly

\$500 per diem

Expenses at cost.

CONSULTANT

MacArthur Group Inc.

PEI Office

276 North River Road
Charlottetown, PEI C1A 3L8
Douglas MacArthur, President
Phone: (902)892-4136
Fax: (902)569-2874
E-mail: doug@macarthurgroupinc.com

NS Office

604 - 1343 Hollis Street
Hallifax, NS B3J 1T8
Jeff MacArthur, Manager
Phone: (902) 446-0543
E-mail: jeff@macarthurgroupinc.com

Website: www.macarthurgroupinc.com

SERVICES

- Financial Management
- Trade/Export Readiness
- Market Research
- Human Resource Development
- E-Commerce
- Market Strategies
- Product Development
- Production Methods/Technologies
- Business Plan Development
- Fundraising
- Access to Investment Funds
- Technology (box office software, etc.)

RATES

Douglas MacArthur \$600/day*

Jeffery MacArthur \$450/day*

*based on 7.5 hours per day plus taxes

CONSULTANT

Mediaspark IT Solutions Inc.

Multimedia Centre

P.O. Box 975

Sydney, NS B1P 6J4

Mathew Georghiou, President and CEO

Phone: (902)562-0042 Fax: (902)562-1252

E-mail: info@mediaspark.com Website: www.mediaspark.com

SERVICES

Technology and E-Commerce - Assist organization in analyzing how to use technology to improve business efficiencies. Development of custom software, e-commerce and website design services to help realize business objectives.

Marketing Communications - Assist organizations in strategy and development of business messages, brochures, newsletters, mailings, tradeshow booth, etc., with a focus on international marketing. Design of corporate image, print materials, packaging, tradeshow booths, and other promotional items.

Training - Assist organizations in identifying training gaps and implementing learning solutions, custom seminars given within our areas of expertise.

Other Services Offered Business Strategies - Assist organizations in mapping out their product development plans.

RATES

Mathew Georghiou, President and CEO, or Margaret Williams, Vice President

- hourly \$100
- daily (7hrs.) \$750
- weekly (5 days) \$3,500

N.B.: When client's business is outside the metro area, travel expenses to and from client's business may apply.

CONSULTANT

Novus Consulting Group Ltd.
39 Lakeshore Drive
Bedford, NS B4B 1S6
Robert W. Jolliffe, FCMC
Phone: (902)835-0521 Fax: (902)835-0579
E-mail: bjolliffe@novusconsulting.com

SERVICES

- Financial Management
- Trade/Export Readiness
- Market Research
- Human Resource Development
- E-Commerce
- Coaching Firms to Develop E-Business Strategies
- Market Strategies
- Product Development

RATES

Robert (Bob) W. Jolliffe, Principal/ Team Leader (Export and E-Business)	\$150 - hourly*
D.V. Shiner, Owner/Principal (Arts and Culture Expert)	\$150 - hourly*
Debby Scribner, Senior Consultant (E-Business Lead)	\$150 - hourly*
David Nicholson, Owner/Principal (E-Business Support)	\$150 - hourly*
Roger Jones, Associate Partner (Novus to manage working arrangements)	\$150 - hourly*

*rates based on 7.5 hour day

CONSULTANT

Rave Entertainment Inc.

363 Charlotte Street

Sydney, NS B1P 1E1

Phone: (902)539-8800

E-mail: joella@raveentertainment.ca
rave@raveentertainment.ca

SERVICES

- Festival and Event Management
- Cultural Product Development
- Concert Production
- Entertainment Package Service/Conventions
- Artist and Tour Management/Consultation
- Market Development
- Consulting

Provides over 20 years experience in the music and entertainment industry both locally and internationally.

RATES

Joella Foulds, Partner	hourly - \$75	daily - \$400 (plus expenses)
Max MacDonald, Partner	hourly - \$75	daily - \$400 (plus expenses)

CONSULTANT

Saint Mary's University Business Development Centre

1546 Barrington St.,

Halifax, NS B3J 1Z3

Eric Crowell, Director

Phone: (902)429-2992 Fax: (902)429-0330

E-mail: smubdc@smu.ca Website: www.stmarys.ca/smubdc

SERVICES

- Trade and Export Market Development and Related Analysis and Research
- Industry Sector Economic and Trend Analysis
- Financial Analysis of Business Plans and Corporate Investment, Evaluation and Corporate Performance Assessment
- Comparative Economic/Business Analysis of Government Incentives and Economic Indicators
- Analysis and Evaluation of Organizational Policies, Strategies and Procedures
- Marketing/Sales/Trade/Investment Training and Related Event Management

RATES

Eric Crowell, Director

Harry Cook, Manager, Consulting Services

Lorie MacCallum, Business Consultant

Nea Publicover, Business Consultant

Bobby O'Keefe, Business Consultant

Wayde Crawford, Manager, International Projects

C. Bean, Customized Corporate and Entrepreneurial Training

Shelley Hessian, Customized Corporate

Entrepreneurial Training

Michael Sanderson, Customized Corporate

Entrepreneurial Training

Bruce Kelley, Customized Corporate Entrepreneurial Training

Marrienne LeCocq - Office Administrator/Course Coordinator

Staff Consultant: \$ 40 / hour

business plans (6-12 wks), market studies (4-10 wks), market surveys (4-12 wks): \$ 280/day

financial projections (1-3 wks), updated projections (1-3 wks): \$ 420/day

administration fees (included in base price): \$ 140/day

additional report copies (1-2 days) - \$10/copy or 30¢/page

Senior Consultant: \$ 80 / hour

business plans (6-12 wks), market studies (4-10 wks), market surveys (4-12 wks): \$ 560/day

financial projections (1-3 wks), updated projections (1-3 wks): \$ 420/day

Facilitation Session: \$1000/day plus travel expenses

CONSULTANT

Tactics Marketing
3162 Ralston Ave.,
Halifax, NS B3L 4A6
Audrey Yates, Principal
Phone: (902)453-2214 Fax: (902)453-0630
E-mail: ayates@hfx.eastlink.ca

SERVICES

Tactics Marketing is an experience Small Business Consultant who has worked with SMEs in Atlantic Canada in assessing international, national or local marketing needs and developing plans. Experience in conducting SWOT sessions, analyzing research and sales data, developing reports and recommendations that are easy to read, action oriented and have realistic priorities and budgets.

- Analyse historical sales performance by product line, channel and region
- Analyse distribution channels and trade resources
- Managed quantitative research studies and conducted qualitative research surveys
- Lead idea - facilitation sessions
- Identified issues and recommended solutions in a team environment
- Assessed product line opportunities in terms of share and sales potential
- Recommended marketing strategies including staffing structure, roles and responsibilities and organizational charts
- Developed creative strategies, re-launched brand names and new corporate identities
- Created capabilities presentations
- Recommended new products to develop and proposed pricing strategies
- Identified key target groups
- Initiate direct marketing programs
- Built sophisticated websites incorporating an e-commerce function
- Worked with external communication resources to launch awareness and promotional campaigns
- Interviewed marketing and sales candidates and assessed for skills and personality fit to corporate culture
- Delivered presentations on topics such as partnering, relationship building, positioning companies

RATES

- Tactics Marketing, Marketing Consultant and Project Manager \$750 per day
- Optional Communication Resources
- Trivium Design, Art Direction, Design and Promotional Materials \$100 per day
 - Denman Consulting, Trade show and event specialist \$800 per day
 - Avanti Communications, Public Relations
 - strategic planning \$125-\$150 per hour
 - implementation \$100-\$125 per hour
 - Bob Coffin Media \$75 per hour
- Business expenses relating to accommodations, meals, travel would be reimbursed by the CBGF per standard government operating per diem

CONSULTANT

Tim Leary, Arts, Culture & Communications Consultant

21 Redwood Avenue

Halifax, NS B3P 1Y3

Phone: (902)420-1520

E-mail: timleary@istar.ca

SERVICES

- Financial Management
- Human Resource Development
- Market Strategies
- Organizational Assessment
- Strategic Planning
- Governance and Board Policy Development
- Fund Raising
- Administrative Systems Design

Financial Management: The consultant has 25 years in chief executive officer positions and as a consultant, and has extensive skills in financial management for cultural organizations. He has been accountable for and supervised budgets in excess of seven million dollars annually, and has provided counsel to companies with budgets of under one hundred thousand dollars.

Human Resource Development: As an organization-builder, the consultant has successfully trained staff and clients and counselled artists, managers and boards of directors in various areas of professional development and organizational development. As E.D. of a national performing arts organization dedicated to training and development in performing arts, he designed professional development programs and training courses for over ten years in the 1970's and 80's.

Market strategies: As a consultant for organizations in Saskatchewan, Ontario and Nova Scotia and as a performing arts organization executive director, the consultant has successfully developed and advised in the development of market strategies as a function of overall strategic planning.

Other: The consultant is qualified to provide analysis of organizations' governance, management and administration needs, and accordingly to design, develop and implement programs in aid of organizational renewal, strategic planning, communications planning and implementation, governance and board policy development, fund raising, and administrative systems design.

RATES

Tim Leary, Principal

Professional fee per day for activity contemplated in this proposal - \$450 exclusive of travel.

Travel time will be charged *pro rata* at ½ the daily professional rate.

Mileage will be charged at standard government rates for own-auto use, or at cost for rentals.

Per diem meal and incidental expense for over night stays is \$36.

CONSULTANT

Vibe Marketing & Communications

208 Charlotte St.,

P.O. Box 338

Sydney, NS B1P 6H2

Maureen Carroll and Tracey Boutilier

Phone: (902)539-3870 Fax: (902)539-4278

E-mail: info@vibemc.com Website: www.vibemc.com

SERVICES

- Business Planning/strategies
- Consulting
- Events, Product Launches
- Media Relations
- Corporate Identity
- Copyrighting and Editing
- Web Site Design
- Funding Proposals
- Publicity
- Facilitation and Presentation
- Ad Production
- Community Outreach
- Print Materials Design
- Museum Design
- Multi-media Design
- Travel Trade
- Human Resource Management
- Media Buys and Placement
- Research/Surveys

Vibe manages each project from start to finish with may include research, strategy planning, positioning, program execution and measurement.

RATES

Tracey Boutilier, Partner	\$90/hour	\$600/day
Maureen Carroll, Partner	\$90/day	\$600/hour
Jamie Doyle, Web Development, Senior Associate	\$60/hour	\$400/day
Neil Gascoyne, Graphic Design, Creative Director	\$50/day	\$350/day

Travel costs - \$0.35/km

Printing - direct cost based on project requirements

CONSULTANT

Virtual Media Productions

P.O. Box 1293

Sydney, NS B1P 6K3

Phone: (902)562-8006 Fax: (902)562-4146

E-mail: info@vmp-canada.com Website: www.vmp-canada.com

SERVICES

Marketing Strategy - VMP offers full service “end to end” marketing strategy consultation. The company works with clients to determine their positioning and branding strategies, to develop their creative themes (visual identities, logos, slogans, etc.), and to create the necessary promotional materials (print pieces, Web sites, radio/television ads, etc.) VMP helps the client decide which media (television, print radio, etc.) to purchase and what industry events to attend. Finally, VMP helps evaluate and improve their strategies for future campaigns.

E-Commerce - E-Commerce encompasses a wide variety of activities ranging from the creation of promotional oriented sites to the development of those with online transaction processing capabilities. Marketing strategy is also a very important component of E-Commerce because on-line efforts must work with the overall marketing campaign to achieve the best results and because generating high levels of site traffic is critical to the success of any e-commerce strategy. VMP possesses expertise in each dimension of e-commerce and could make a powerful contribution to the CBGF’s arts and culture professional development program.

Production Methods and Technologies (Film & Television) - VMP has both produced and provided production services for nationally and internally broadcast television series and specials. The company possesses advanced 3D animation, live action recording, editing, and special effects capabilities. It is also experienced in researching, writing, financing, casting, managing, selling, and distributing television shows.

Production Methods and Technologies (New Media) - VMP has both produced and provided production services for many new media products, including Web sites, CD-ROMS, and DVDs. The company possesses advanced graphic design and programming capabilities. It is also experienced in researching, writing, financing, managing, marketing, selling, and distributing new media products.

RATES

Sean Coyle - President	\$315*
Shawn Green - Vice President	\$315*
Elaine Fitzgerald Muisse - Marketing Associate	\$350*
Ian Whiting - Manager, Interactive Media	\$280*
Stephen Green - Manager, Television Division	\$280*
Bobby Wall - Lead Graphic Director	\$245*
Neal Burke - Lead Computer Programmer	\$245*
Mya Theriault - Post Production Supervisor	\$245*
Allan Burke - Computer Programmer	\$245*
Kevin MacMullin - 3D Animator	\$245*

*Per Diem rates

N.B.:

1. Per Diem rates are based on a 7-hour workday.
2. Prices quoted do not include any tax.
3. Per Diem rates are for any type of work the resource may perform.