



The key to unlocking potential

**LIST OF SERVICES:**

- - Public Relations & Marketing
- - Event Organisation
- - Copywriting
- - Proofreading
- - Office Administration

## About Us

At Paradigm:

- - we adopt an analytical approach to the task at hand, we set objectives and measure our performance in order to maximise our clients' potential.
- - we believe in learning from the past to prepare for the future.
- - we like to bring about constructive and effective change.
- - we enjoy handling projects from start to finish and being involved in every aspect of the job at hand.

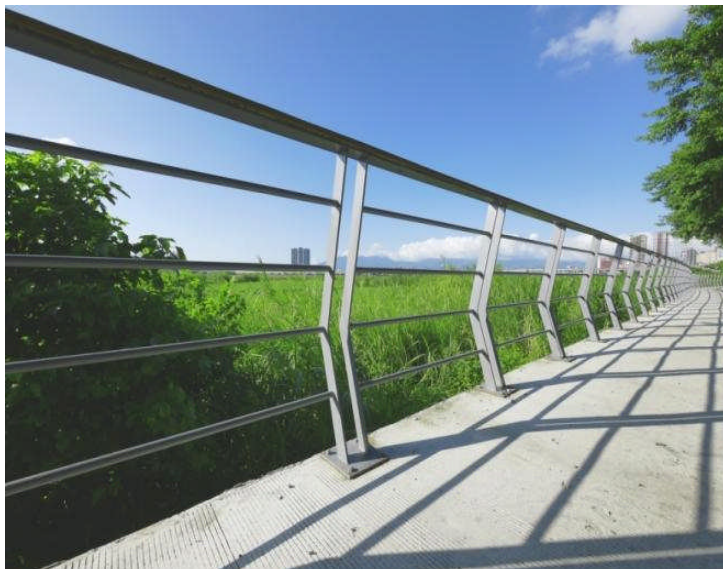
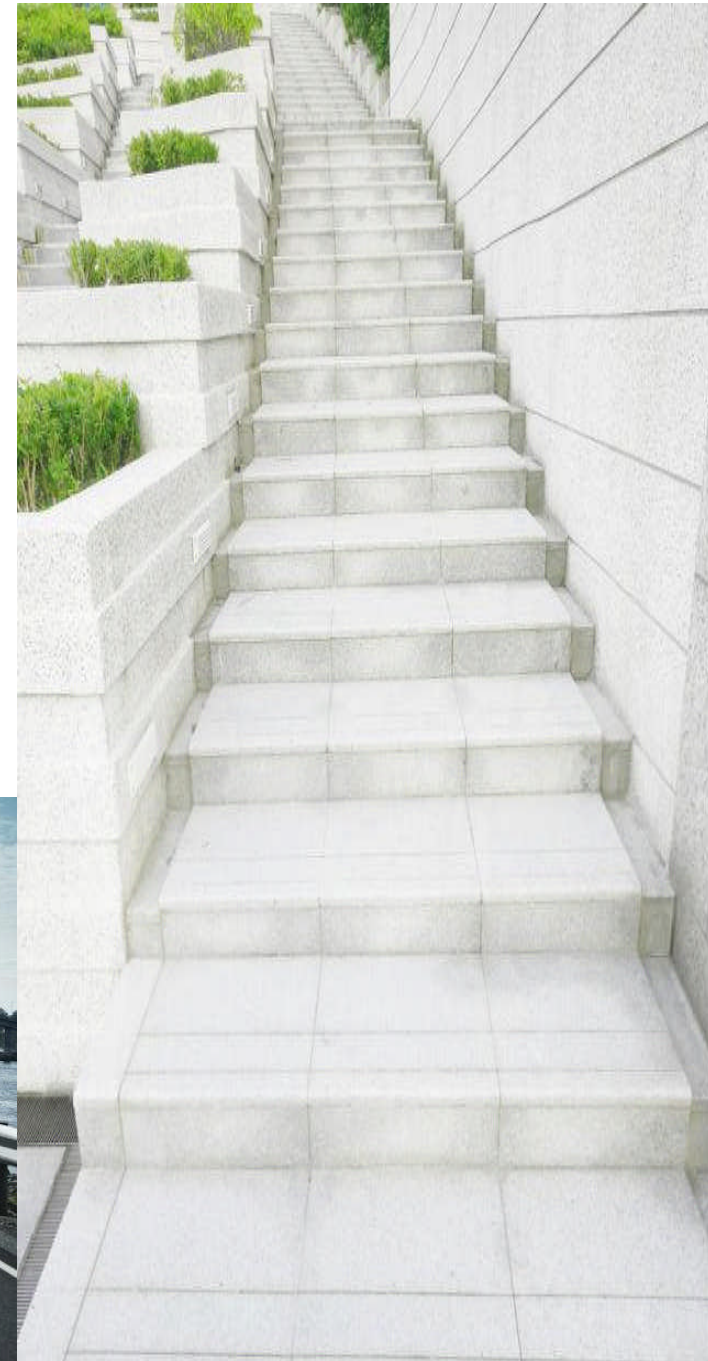


# Public Relations & Marketing

Paradigm's PR and marketing services include media relations and campaign planning. Our work involves selecting the best route to reach our objectives.

Sometimes this would require speed, at other times this is not such a priority and sometimes, it is quite a climb to get where we need to be.

Whichever the chosen route, we always keep in mind the bigger picture and plan each step of the journey as effectively as we can.



# Event Organisation



Life is often about trying to keep up with those ever present deadlines. There never seems to be enough hours in a day and the weeks simply fly by.

Our days become even more packed when planning for an event, be it a sales conference, general meeting or even staff training. This really places a strain on the resources at hand.

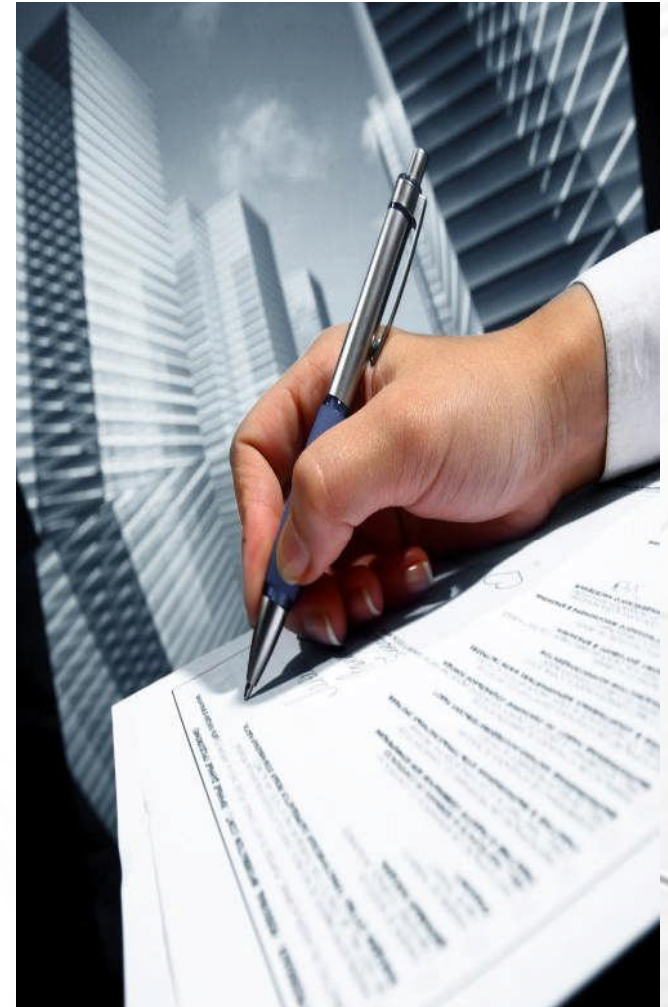
Paradigm is in a position to assist with all the logistical planning leaving more time to focus on essential elements such as content, programmes and networking.

## Other Services

**Copywriting Services** - Whether you require to revamp your website, write an article or create some corporate brochures, we go that extra mile to handle the subject at hand from a fresh angle, instilling a sense of originality and quirkiness in all that we write.

**Proofreading Services** - Dissertations, books, papers or manuals – we edit the text, adjust the layout and cross-check references to ensure a top quality presentation. Attention to detail and double checking all that we do is key with such work.

**Office Administration** – Over the years, we have handled various projects involving office administration and data management.





We can help bring all the pieces of the puzzle together  
for effective results through our:

Knowledge & Experience  
Planning & Research  
Organisational Skills  
Creativity





**Knowledge & Expertise:** Paradigm has the necessary resources and expertise to offer effective and original communications through its PR services. We have managerial experience in various sectors, including communications, finance, health, as well as hospitality.

**Planning & Research:** Our ethos is that all assignments, whether large or small, require a disciplined, target-driven approach to planning and research. We invest a great deal of time and effort to this. This is clearly reflected in our results.



## Organisational Skills

While the maxim “fail to plan, plan to fail” may seem a bit extreme, we do place a great deal of importance in making sure that all the required elements are in place when handling a project.

We work with check-lists and written plans, we try to pre-empt all possible outcomes. We make sure that our Plan A is just what is required and we have a Plan B handy just in case.





## Creativity...in the words of others

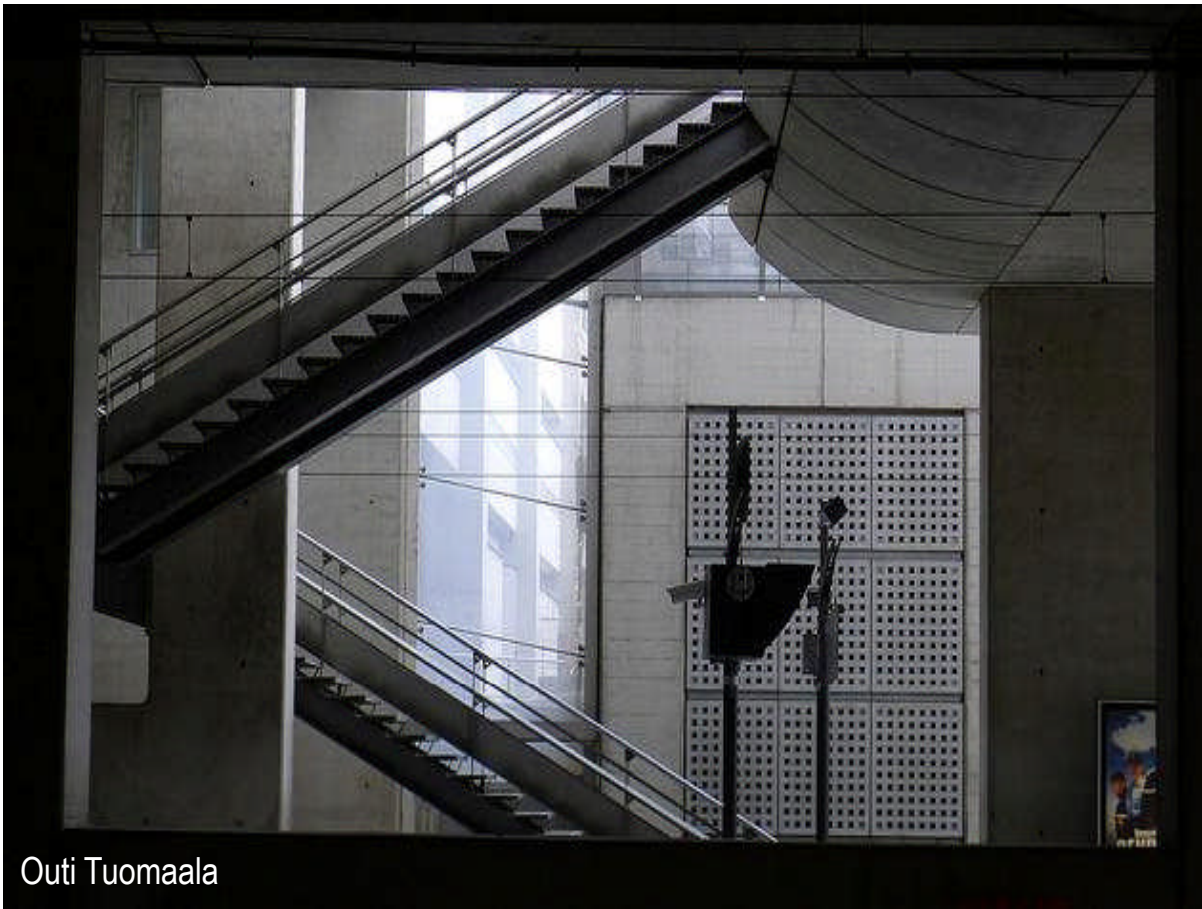
*“Our intuition and imagination lead us to fresh thinking with which we can creatively manage change.”*

Linda Naiman from *Creativity and the Meaning of Work*

*“Enthusiasm is excitement with inspiration, motivation and a pinch of creativity”*

**Bo Bennett**





Outi Tuomaala



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Taking public relations and communications to ever higher levels.