

ATRELLUS

Services

ATRELLUS



COMMUNICATION SERVICES OVERVIEW

Welcome to Atrellus. We are a business focused exclusively on small Owner / Operator companies with the purpose of providing enhanced value added business support to improve the financial performance of your business.

Business is naturally complex. For small businesses the challenges of owning, operating, and growing a business can be even more complex when you cannot afford the staff to manage all the different aspects that are required of you.

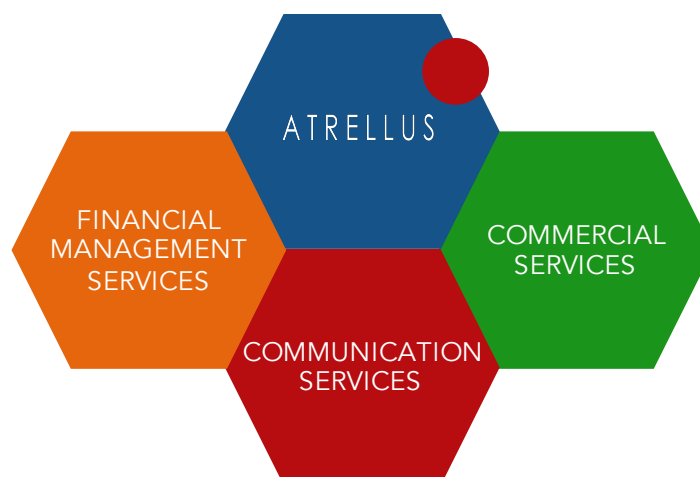
Atrellus is a business services company that has one objective at the forefront of everything we do. We simplify the day to day financial and activities management of your business to improve your business.

Why Atrellus?

- Atrellus recognizes the challenges of running and growing a small business and that your primary focus is to build momentum with clients, deliver superior products & services and be profitable
- Atrellus recognizes that most small businesses are experts in their specific area of operation but do not necessarily have the expertise to manage some of the important aspects of running the business
- Atrellus recognizes that most small business operators are fully engaged with clients, sales & service and that the financial, and other day to day aspects, of the business default to becoming a secondary area of attention
- Atrellus steps in to provide critical support when you don't have the time, or the necessary expertise, to manage some of the day-to-day aspects of your business

What Do We Do?

Our services are focused on three key areas of your business activities. We provide expertise and support for those necessary functions and requirements where you do not have the expertise or the time.



Atrellus Services



Atrellus Comms

Atrellus Event Management

- How you communicate is critical as to the impression you make with clients. How you manage events should leave a lasting impression and deliver positive results

Talk To Atrellus

We have significant financial management expertise, in-depth commercial banking experience, high profile media exposure – all the experience and expertise to support your business aspirations.

From critical financial management tools to commercial business management to crafting and delivering the right message Atrellus is here to simplify the day to day running of your business.

Let Atrellus show you how we can assist you and your business reach full potential.

COMMUNICATION SERVICES

Atrellus Comms

Media Presentation Training	✓
Public Speaking Training	✓
Message Construction	✓
Commercial Contract Structuring	✓
Job Description Structuring	✓
Job Posting Structuring	✓
Interview Training	✓
Job Candidate Reviews	✓

- Your business is very much about how you position it and what you say about it. Atrellus Comms service assists you in creating the right messaging for what you want and need to communicate
- Even for those where English is the first language, scripting the appropriately balanced communication requires expertise. At Atrellus, we have extensive experience in media – interviews, print and live TV – to ensure you are delivering your intended message
- We can prepare and review your planned communication to ensure that your message is:
 - on point
 - delivering the right tone
 - written correctly
- With our media experience we can assist you in preparing for a presentation or speech:
 - public speaking coaching
 - message structure
 - message articulation
- You need to find the best people possible to work for, and with you. Creating a job advert is the first impression people see and you don't want it to be the last time they think about your company:
 - job posting writing
 - job Description review
 - candidate reviews
- Don't let poor English be what your audience reads, hears, or remembers

COMMUNICATION SERVICES

Atrellus Event Management

Event Location Selection	✓
Vendor Selection	✓
Event Content	✓
Invitation Management	✓
Pre-event communication	✓
Post event actions	✓
Budget Management & ROI	✓

- If you are putting on an event you need it to be memorable for the right reasons. This takes time and work – time you might not have
- Atrellus can help you plan your event:
 - identify appropriate locations
 - budget planning
 - event contact planning
 - vendor selection
- Many businesses don't appreciate that there are three key elements to a successful event:
 - pre-event activities
 - in-event activities
 - post-event activities
- Advanced preparation and communication of an event is as important as the event itself:
 - invitation creation
 - invitation communication
 - attendance registration
- Not letting the event become a distant memory is critical to the event. How you approach your guests post event is the reason why you had the event
 - post-event communication
 - measuring event success