



February/March 2007

Dear Business Partners, Friends and Colleagues

Since December 2005, Talk Sense has provided integrated communications consultancy services to clients in the beauty and pharmaceutical industry. Thank you for your support!

In 2007, Talk Sense will continue to hone our expertise to deliver the best results for our clients. Here is an overview of our core expertise:

Public Relations

Talk Sense offers public relations (PR) consultancy in crisis/issues management, media training, media release, media conference, media interview technique, PR strategy and spokesperson training.

Consumer Outreach

Talk Sense believes that PR alone is not enough. We work synergistically with a network of partners to execute consumer outreach activities and provide editorial and graphic design support for our clients.

For our healthcare clients, in particular, we help identify the most effective channels for targeting their consumer segments and facilitate the delivery of their key messages to these target groups. Leona Lo herself is a much sought-after emcee for health and beauty talks, sports and nightspot activities.

Editorial Support

Talk Sense offers editorial support in the development of corporate and consumer outreach brochures, annual reports/reviews, health information booklets and other marketing communications collaterals

About Leona Lo

Prior to setting up Talk Sense, Leona Lo was Assistant Manager, Corporate Communications, Parkway Group Healthcare; Corporate Affairs Manager, Health Promotion Board; and Senior Consultant, Hill & Knowlton Singapore.

Email us at leona@wo-manly.com for samples of our past work or log on to www.wo-manly.com.

Yours sincerely,
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