



What we do

If it's got words, we can take care of it. Today, that doesn't just mean newspapers- it's also copy for marketing materials, websites, broadcast commercials, phone announcements and text messages.

As a small company, our key skill is bringing talented people to a project, without breaking the bank.

Our people are great writers with journalistic ability and integrity, but they also have the marketing skills to apply their knowledge to all modern media.

As we specialise in business communication, we now also offer account management services, using our skills to help you talk to your clients long-term, using newsletters, internal communications and face-to-face meetings to keep your relationships firm.

■ **New media consultancy**

- Online strategy
- Editorial management
- Content ROI evaluations

■ **Authoring and commissioning**

- Website content
- Journalism and magazine editorial
- Marketing collateral
- Community moderation
- Technical authoring, manuals and helpfiles
- Newsletters and email communication
- Content updates and research
- Brand management

■ **Project Management**

- Project specification
- QA Testing
- Mediation and resolution

■ **Broadcast**

- Online Audio
- Voiceovers
- IVR announcements

■ **Account Management**

- Client liaison
- Internal communications
- Aftersales communications

■ **Our own online products**

- Flysmart (www.flysmart.co.uk)



Nick Saalfeld – Director

New Media ■ Consultancy ■ Editorial ■ Account Management

A broadcaster and new media pioneer, Nick co-founded the UK's first personal finance website, MoneyWorld, back in 1995. It was sold in 2000 for over £9m. He then joined AOL Time Warner, one of the world's largest new media companies, and became one of AOL's three editorial directors in the UK.

His business writing credits include Business Age and the HBA's "e-Boss" magazine; and through Wells Park Communications he writes and consults for numerous online and offline ventures.

Elizabeth Varley – Consultant

New Media ■ Consultancy

Elizabeth is a content strategist, editor and writer and has worked on projects for companies including Microsoft, BT and PricewaterhouseCoopers. One of the most successful and well-known women in new media, she also worked on ITbeat, a project to encourage young women to get involved in the new economy.

Rick Edwards - Consultant

Broadcast

Rick has all the corporate experience of a senior role at BT, which he left to pursue his first love: broadcasting. With several years top-flight experience for independent and GWR Group stations throughout the UK, Rick now presents the breakfast show on Gemini FM and brings his ample broadcast expertise to us.

Darren Williams - Consultant

Design ■ Technology

Darren is a specialist in database integration and deploying applications across today's diverse delivery platforms. His skills appear on over 100 major projects, and his design abilities span corporate identity and brand development across all media from exhibition stands and brand creation to SMS messaging.



How we work

Our services are available in whatever form is financially best for you.

Off the Shelf

We can offer authoring and consultancy on hourly or daily rates, and some services (such as website reviews and project arbitration) are available on a fixed-price, off-the-shelf basis.

Bespoke

The majority of our work is bespoke- tailored to your needs. We have plenty of clients who require a broad mix of written and audio production from PowerPoint presentations and websites to flyers and internal communications. We have produced brand guidelines and house styles; radio commercials and flash animations. If you have other agencies (technical or design, for example) we're great at working with them for the best result all round. That's why we do so much work with start-ups: we fit in easily and punch above our weight to get the job done.

We can work with you on a project or day-rate basis, and all assessments, quotes and reviews are free of charge. We also know that projects and timelines change in scope, and you'll find us flexible and supportive enough to help you work through these challenges, rather than treating them as a burden.

Long-term

We like to get on well with our clients, and we like the fact that they come back to us time and again. For longer term clients we offer strategic internet content consultancy; we also help new media start-ups and companies requiring change management to make the most of emerging media opportunities.

We offer these services on a project basis, and in some cases can take non-executive or interim positions on your management board.



SpinVox- September 2004

SpinVox (www.spinvox.com) is a new start-up service, set to revolutionise voicemail.

It converts your traditional voicemails into text messages and sends them direct to your mobile phone- ideal for meetings or noisy environments.

We were initially approached to provide technical authoring skills, but rapidly also replaced the incumbent agency for client-facing written materials; and also delivered audio for IVR (phone menus).

From initial contact to conclusion, all of the following was achieved within 30 days:

■ **Sign-up:**

Specify, write and test service sign-up process, including mobile provisioning and credit card input

■ **IVR:**

Specify, write and test phone access system

■ **IVR Audio:**

Record all prompts and error messages for IVR system

■ **Price Plans:**

Simplify and present price plans to consumers

■ **A5:**

Write flyer for consumers

■ **Website copy:**

Produce all copy for website

■ **Brand Positioning:**

Assist with presenting brand to clients and retail partners

■ **Internal PR Documents:**

Author internal brand positioning, PR and journalist awareness documents

■ **SMS Text Messages:**

Generate all text messages sent to customers, both during sign-up and for follow-up marketing

■ **Credit card, exhibition stand copy:**

Additional copy and branding for other media outlets

■ **Copy for retail partners:**

Additional copy for documents to be distributed via major high street retail partners

■ **Helpfiles and customer information:**

Documents to help clients make the most of an entirely new service.



Get in touch

Web

There's plenty of helpful free advice on our website at www.wellspark.co.uk, including articles, our cut-out-and-keep guide to online content, and listings of all our voice artists.

Write or pop by

We're in the heart of South London, five minutes from Forest Hill BR Station at:

Kemble House
Kemble Road
Forest Hill
London
SE23 2DJ

As well as coming to you (and we can work on-site if necessary) we also have luxury meeting, presentation and entertainment facilities in central London at Home House in Marble Arch.

Call

Phone us on 0845 108 1654