

LESLEY PARROTT

Speaker Trainer Facilitator Coach Consultant



COMMERCIAL PRODUCTION WITH CLARITY, COMMUNICATION AND COST CONTROL

Lesley Parrott offers an unequalled blend of expertise from years of senior management broadcast production experience combined with her training and development experience working with individuals and teams. Her inordinate understanding of the creative process and her pragmatic approach to the production process enables her to build consensus and collaboration between all stakeholders.

The effective management of broadcast production has changed considerably over recent years. Many agencies do not have on staff producers so there is not continuity from one project to the next. Additionally, different agencies have varying standards and approaches to broadcast production. Client issues and concerns are not always addressed on an appropriate or timely basis.

FULFILLING ADVERTISER OBJECTIVES:

- To produce highly effective and cost efficient broadcast advertising.
- To develop a sense of partnership and aligned goals with agency and production suppliers in the production of commercials.
- To ensure all members of the advertiser marketing team are knowledgeable and able to make appropriate decisions throughout the production process

CUSTOMIZED SERVICES CAN INCLUDE:

- Provide education and training to advertising/marketing personnel.
- Establish best production management practices for advertisers, agencies and production suppliers.
- Identify cost saving opportunities and assist in setting benchmark production budgets.
- Review and advise on production estimates, and attend pre and post production meetings on an "as required" basis.

TAILORED TO YOUR NEEDS:

Lesley Parrott would be delighted to meet and discuss your production challenges and develop a proposal to meet your needs and objectives.



Telephone: 519-396-5544 Cell: 416-567-4596
Email: lp@lesleyparrott.ca Web: www.lesleyparrott.ca