

Credentials

- Speaking & Workshops

Outline

1. Bluegill
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4. Subject Matter Expert
5. 2nd Arab e-Tourism and e-Marketing Conference (Egypt)
6. Abu Dhabi Securities Exchange Reputation PR Workshop (Abu Dhabi)
7. Strategic Marketing Conference (Singapore)
8. Women Entrepreneuz Conference (Singapore)
9. Ernst & Young Working in Teams (Bahrain)
10. Understanding Brand & Messaging Workshop (Dubai)
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The logo for Bluegill, featuring the word "Bluegill" in a stylized, cursive blue font.

Objective of Credentials

To introduce clients to Bluegill Speaking & Workshops, the expertise it provides and the services it has to offer to a business.

The logo for Bluegill, featuring the word "Bluegill" in a blue, cursive script font.

Bluegill

Bluegill is a training and consultancy firm that offers comprehensive communication solutions by getting to the core of the clients business. The company uses innovative tools like the 3A strategy and The Planning Questionnaire to develop a communication strategy that is focused, customized and gives quantifiable results.

www.blue-gill.com

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Services

- Specialized speaking, training and customized workshops to provide an interactive platform to clients to work on communication solutions to business problems. Every workshop is customized.

Bluegill

Speaker

- Ms. Satvinder Sandhu



- Bluegill is the brainchild of Ms. Satvinder Sandhu.
- More than 15 years of experience in international branding, business, speaking, training, public relations and marketing communications.
- Personally secured and retained 70% of clients
- Several international awards to her credit including a nomination for the *Spirit of Entrepreneurship* by former Prime Minister Singapore Mr. Goh Chok Tong.
- Download full bio: <http://www.bluegill.com/pdf/facilitator.pdf>

Bluegill

Awards



- **Imperial College of London Diabetes Centre (ICLDC)** – public health awareness campaign, 'Diabetes.Knowledge.Action' in partnership with Emirates Foundation, was awarded the 'Best use of Public Relations' at the Gulf Marketing Review Effectiveness in Marketing Awards (GEMAS) 2008. The campaign was launched with a royal visit to the Centre (ICLDC) by HRH Prince Charles and HRH the Duchess of Cornwall (in February 2007).

Autodesk®

- **Autodesk-** Best Interactive Campaign Award



- **Nominated Spirit of Entrepreneurship by former Prime Minister Singapore Mr. Goh Chok Tong**

Bluegill

Subject Matter Expert

- Integrated Communications Planning
- Public Relations
- Strategic Thinking & Planning for PR & Marketers
- Marketing Planning and Measurement
- Non Traditional PR (Social Media for PR)
- Women Entrepreneurs
- Entrepreneurship – Nurturing Ambition
- Understanding Your Ambition & Charting A Path of Success
- Planning and Executing A Successful Event

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The 2nd Arab International E-Tourism & E-Marketing Conference

El Gouna - Red Sea - EGYPT Dec. 14-18, 2009

International Organization For The Electronic Tourism Industry www.ioeti.org

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→ Welcome Message

→ Background

→ Conference Topics

→ Speakers and Bios

→ ETA Workshops

→ IOETI Panel

→ Scientific & Academic
Sessions (JITT Workshop)

→ Exhibition

→ Best website competition

2nd Online
Tourism Marketing
Conference

ET
IOETI

El Gouna - Red Sea
EGYPT
Dec. 14-18, 2009



The 2nd Arab International E-Tourism & E-Marketing Conference

Tourism and Marketing In the Age of Technology: Virtual and Real

El Gouna - Red Sea EGYPT Dec. 14-18, 2009



THE POWER OF EFFECTIVE ONLINE PUBLICITY AND MARKETING.

Abstract:

THE POWER OF TRADITIONAL AND ONLINE PUBLIC RELATIONS

for the e-Tourism Industry

This conference aims to create awareness, educate, and update the travel and tourism industry with sound online strategies to improve sales and profits with minimum costs and efforts.

I would like to focus on one element of visibility – Public Relations; the best strategies you can use (or that has been used) for Online (ePublic Relations) and Offline (Traditional Public Relations).

Speakers & Guests of Honor

Satvinder Sandhu

A – Z Workshops



سوق أبوظبي للأوراق المالية
ABU DHABI SECURITIES MARKET

Building and enhancing reputation through PR

WOMEN ENTREPRENEURZ SEMINAR 2002 – SINGAPORE

WOMEN ENTREPRENEURZ SEMINAR 2002

Date : 8 Jun 2002 - 8 Jun 2002

Time : 1230 hours - 1630 hours

Venue : YWCA Fort Canning Lodge (behind ParkMall, opp. Fort Canning Country Club)

ABOUT THE SEMINAR

If you think the slouching economy is not the ideal time to embark on a new business – THINK AGAIN! A true entrepreneur does not bow to circumstances and instead seize every opportunity. Whether a budding or new entrepreneur looking to conquer the world with your winning ideas, this is the ONE seminar not to miss. Our panelist of entrepreneurial speakers will share their personal experiences and challenges as well as valuable tips on franchising and branding. Come and learn what it takes to succeed in business!

BRANDING A BUSINESS

Ms Satvinder Kaur is senior consultant with Standfirst Communications, an innovative Public Relations, event management and e-based integrated marketing consultancy that provides strategic counsel on media, branding and e-based integrated marketing campaigns. Satvinder is an active participant in the activities organized by the Association of Women for Action and Research (AWARE) and the Singapore Women in Technology (SWIT) forum, an Information Technology interest group of the Singapore Business and Professional Women's Association (SBPWA).



Quality In Everything We Do

Working in Teams

Ernst & Young
3-5 December 2007
8.30-6pm
Bahrain

Facilitator: Miss Satvinder Sandhu
Email: satvinder.sandhu@blue-gill.com



The Branding Forum 2003

5 - 6 August 2003 (Tues & Wed, 9am - 5.30pm)
The Amara Hotel Singapore, Function Room (Level 3)



about

programme highlights

about our presenters

registration

venue

What is Branding Excellence? Is Brand a Name You Call Your Product? What is Your Brand Portfolio Worth?

What Challenges Do Asian Brands Face When Going Global?

ABOUT THE FORUM

In recent years, more corporations and management teams worldwide are awakening to the fact that strong brands are an important driver of financial value. Senior managers and board of directors are realising the need to leverage on their organisational assets and core competencies to motivate their brand power from all angles within so as to ignite their brand growth.

What Will You Gain At This Forum:

This 2-day event is designed to help marketing professionals advance knowledge on winning branding models, emerging trends, new creative formats and performance-measuring standards as well as gain from real case studies. A unique hands-on workshop on Day 2 allows participants to put to good use what you have learnt from our industry professionals. Your creativity and imagination will be your survival kit to the workshop. You will also get to meet and network with high-level marketing professionals from traditional and emerging companies.

Why Register for this Forum:

- **Admit It:** An organisation is judged by its branding excellence
- **Face It:** Whether you are a corporate strategist looking to streamline your branding campaigns or a marketing practitioner sourcing looking for the right answers to communicate your brand to your audience, this is the one event for you.
- **The Big Challenge:** How to breathe life into your brand characters? The best way is to learn first and then get hands-on to put to use your new knowledge.

Supporting Magazine:

MARKETING

Supporting Website:

JobStreet.com

Ms Satvinder K Sandhu, Director: [Bluegill Communications Pte Ltd](#)

Satvinder is an entrepreneur and a communication-oriented enthusiast. She enjoys shaping market and media perceptions through public relations and marketing communications programs. Having started out her career as an English Language teacher, she eventually pursued her need for diverse experiences by being a consultant and entrepreneur for the past nine years. Her personal philosophy is: A fantastic communication program is only as good as it looks on paper unless it delivers immediate returns of investment for the client. Her philosophy is encapsulated in her programs. Satvinder has consulted with major organizations, a start-up and industry groups focused on the technology and hospitality industry.

She is currently a Director with Bluegill Communications, a boutique public relations and marketing communications consultancy that is part of the ECCO network, one of the world's Top 20 PR and marketing networks and the 3rd largest in Europe. Bluegill provides its services to clients and ECCO members in Singapore, Malaysia, India and Los Angeles. Bluegill adds to ECCO's largest network of specialist affiliates worldwide that has members and affiliates in more than 60 countries in the Americas, Europe, Middle East, Africa and Asia Pacific and employs over 650 staff worldwide. Satvinder is also the Chapter Director for WITI - a Professional Association comprised of individual and corporate members throughout the United States, in Australia, and in Europe that inspire women in and through technology and the business of technology. Satvinder speaks regularly at conferences and lectures at private educational institutions. When time permits, she teaches yoga and is an avid windsurfer and enjoys snow skiing. She can be reached via email at satvinder@blue-gill.com

BRAND DEFINITION

Position

(What is the big idea/theme behind CATCH?)

- Innovative
- Interactive
- Brand
- Experience
- Customer

Promise

(What can people count on CATCH to do?)

- Tailored
- Quality
- ROI/Measurable
- Market innovator

Proof

(What makes CATCH'S promise real?)

- Revenue
- Diversity of Portfolio
- Awards and Testimonies
- International recognition
- Innovation
- Measuring results
- Experienced/Friendly Team
- Knowledge repository
- % Size Growth

UNDERSTANDING BRAND & MESSAGING WORKSHOP DUBAI 2007

BRAND PRESENTATION

Message

- Internal
- External

Voice

- Honesty
- Credibility
- Accountable
- Approachable
- Friendly
- Teamwork, both internal and with Clients
- Team Bonding
- Fun
- Passionate
- Intelligent
- Cutting Edge
- Driven to achieve
- Creative
- Initiative

Appearance

- Catchy
- Intelligent/fun
- Smart
- High Tech
- Professional
- Light/not heavy
- Crisp
- User friendly
- Clever
- Young
- Fresh
- Dynamic
- Sexy

Fee

- USD1500 – USD3,000 a day
- Includes consultation, materials, administration
- All third party costs covered by organizer

Downloads

- Biography: <http://www.blue-gill.com/pdf/facilitator.pdf>
- Media Coverage: <http://www.blue-gill.com/Media.html>

Contact

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CEO

Bluegill Communications

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Last Slide

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