

Bluegill

A Training and Consultancy Company



Bluegill provides Training and Consultancy in Integrated Marketing Communications, Strategy, Business and Personal Planning.

Bluegill Consultancy works on Strategy and Planning, New Business Wins, Writing, Planning, Research, Client Servicing, Events and Training for clients in any sector, in any territory.

Bluegill Training shows you *how* to succeed as a practitioner at your workplace, as an individual and as a business *in* business. It gives you the tools, skills and methodology to create winning marketing communications, business and personal plans.

Bluegill Learning is 100% experiential - you *become* the owner of new information you will use for a lifetime. We have course outlines to share but we really want to speak to you first about what *you* need. *Every* course we have delivered is 100% customized to meet your objectives.

Our vision

To make a difference

Our mission

To optimise clients resources for the single purpose of achieving business objectives

Our values

Courage

Fun

Enthusiasm

Boldness

Honesty

Testimonials

"Just a quick note to personally thank you for organizing a very professional press lunch today. Your briefing prior to the event and the way you concerned yourself with the smallest of detail testify to your professionalism. Bill Clark told me that the only reason he came today is because you did not allow him to turn you down (he was suitably impressed). Please pass on our thanks to your team."

Andre Pravaz
Managing Director
Southeast Asia Pacific Region
Autodesk Asia Pte Ltd



"I really enjoyed working with a true professional such as yourself. I was impressed with your ability to produce results in such a short timeframe and very GOOD interviews with high visibility such as CNBC - TV ASIA ... when will we get media clips and audio and video tapes of the other interviews?"

John A. Venator
President and CEO
CompTIA

"In so far as I am concerned you are Bluegill and Bluegill is you. Without your support and 100% commitment, we would NEVER have delivered such a high quality event as we did recently. You, together with a select group of other, were the anchor of this event, especially for our marcom, pr, and other related marketing initiatives. The Singapore TiE chapter owes you a huge Thank You for this effort - and more importantly for coming forward to support us. All the best for the future, and I do hope that you will continue to be associated with our programs in the future."

Kaizad B Heerjee
Senior Vice President
StarHub

"Bluegill was committed to reviving the image of SIF in the US and bringing a memorable, classy evening of Singaporean culture to Los Angeles, " said Gerald Yeo, Director of SIF's Friends of Singapore Program. "We are looking forward to future collaboration with Bluegill in promoting the globalization efforts of SIF."

Gerald Yeo
Director Friends of Singapore Programme
Singapore International Foundation

"Working with Satvinder has been a great pleasure and wonderful learning experience for myself and the team. Through my business interaction with her, she has fully demonstrated great capability in understanding our business, and offering a tailor-made solution that worked wonders. A true thought leader within our market and most probably within our time. Satvinder has amazed us all with her outside the box strategic thinking and creative analysis and vision to our business and any other business for that matter."

Dana Adhami
Director - Strategic Planning, Mindshare MENA



Satvinder is at her most powerful, and shines, when she is encouraging others to shine. She is able to feed high energy into team environments and with clarity and motivation is able help others see the right path, and to travel the path, with confidence to bear result.

Susan Furness
CEO
Strategic Solutions

Awards

ICLDC

ICLDC is a client won by a team led by Miss Satvinder Sandhu - former consultant to Strategic Solutions.

SOE (Spirit of Enterprise)

Bluegill founder Miss Satvinder Sandhu nominated for Spirit of Enterprise Award.

The Spirit of Enterprise promotes and advances entrepreneurial spirit in Singapore by honouring local self-reliant entrepreneurs operating small and medium-sized businesses. We also serve to inspire Singaporeans, especially the young, to become entrepreneurs by facilitating interaction, communication and knowledge dissemination between students, the entrepreneurs and the general public

Autodesk

Bluegill founder Miss Satvinder Sandhu worked on the Autodesk account in a past role and won the award for Best Interactive Campaign. The award was awarded by the Singapore Institute of Public Relations. For further information please download the PDF document from the link mentioned below.

*Ms. Satvinder Sandhu, Founder
Bluegill Communications Consultancy
E: Satvinder.sandhu@blue-gill.com*

Client list

Abu Dhabi Investment House
Accellion
Autodesk
Batelco Telecommunications
Brocade Communications
Corporate Finance House
Economic Development Board, Singapore
Imperial College London Diabetes Centre
Khaleej Times. PICO International
Reem Investments



Rotana Group
Strategic Solutions
Singapore International Foundation
Sahara Group
Sanofi-Aventis
Singapore-Dubai Business Council
Sahara India
The Indus Entrepreneurs
Tredonne Art
Way
Caltex
Ernst & Young
Ericsson
KIA Motors
Zadco
Maxis
Nestle

Client list includes past consulting engagements

Bluegill Consultancy Services

Strategy and Planning

Brand
Advertising
Marketing Communications
PR
Events

New business wins

Desktop and formal research
Content development
Presentation
Win account
Contract account

Superior client directorship

For new business wins
Contract client
Strategy
Leadership
Reporting
New Client 90-Day Incubator Programme
Client and Agency Engagement
Workshops
Messaging
12-month plan

Events

Press conference
Launch event
Conceptualise and develop new events
Collaterals and campaigns support events

Training

For agencies, clients
Speaking engagements
Study tours

Writing

Request for Proposals (RFP)
Website
Marketing collateral
Plans



Milestones
Standard Operating Processes (SOPs)

Bluegill Training

- Workshops
- One on One Coaching
- Speaking Engagement

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Who Is It For?

Bluegill Training is for senior and middle executives in any territory - for a maximum of 30 participants to maintain quality and learning efficiency.

Bluegill Standard Operating Procedure for *every* single workshop:

- **2 pre-workshop consultations** with you – the client - to understand what you *really* need
- **Pre-workshop email** to attendees to set the expectation and get responses to questions as part of pre-workshop research
- **Bluegill-inspired activity** to start off the workshop with a Big Bang!
- **100% experiential learning** methods - - a small segment of the workshop will always be documented as your takeaway
- **Post workshop FeedForward Form** will be completed by attendees
- **2 post workshop meetings** with the client to share post-workshop report and recommendations for implementation

Bluegill Trainers

Workshops are done only by **experts** from their respective fields. Presenters will provide written material for distribution at the workshop and will be made available for ongoing enquiries from participants.