



*June 2007*

Greetings Business Partners, Friends and Colleagues

We “launched” Talk Sense in May 2007 – thank you for joining in our celebrations. Although Talk Sense was established in December 2005, it was never formally launched. Launching the company was our way of saying “thank you” to our business partners and friends and making a public commitment to our profession.

We also recently launched our new corporate website at [www.talksense.biz](http://www.talksense.biz). You can email us at [leona@talksense.biz](mailto:leona@talksense.biz) or [enquiry@talksense.biz](mailto:enquiry@talksense.biz) with immediate effect. We look forward to hearing from you!

Here is an overview of our core expertise:

### **Public Relations**

Talk Sense offers the following public relations (PR) consultancy services:

- strategic counsel
- crisis/issues management
- media training
- media release
- media conference
- media interview techniques
- spokesperson training.

### **Consumer Outreach**

We help identify the most effective channels for targeting your consumer segments and facilitate the delivery of your key messages to these target groups. We have organised talks at multinational corporations, government organisations and popular nightspots in Singapore. 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 [enquiry@talksense.biz](mailto:enquiry@talksense.biz) for samples of our past work or log on to [www.talksense.biz](http://www.talksense.biz) for more information.

Warm Regards,  
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