



ONSPOT
communication management

Enhancing business performance with professional communication solutions



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On Spot Communication Management Consultancy

is a one-stop strategic communication agency offering a fully-integrated communication and personal branding service. We pride ourselves on articulating our client's vision and purpose through effective and impactful communication vehicles. On Spot Communication Management is a results driven, customer-centric organisation with solid integrity and values.



Our experience

embraces numerous fields of communication expertise. Our dynamic team has a combined knowledge and experience of almost 30 years in corporate communication, media relations, marketing, advertising, public relations, journalism and publishing. Having worked in South Africa, the United States of America and the United Kingdom, we have both local and global experience to elevate your company's image and reputation in the marketplace. From working with many diverse cultures in large corporations and smaller enterprises, we are able to offer enriched solutions to meet your needs.



Achieving our client's goals

is facilitated by our understanding of the business world which helps us create a communication strategy that aligns and dovetails your business strategy. A communication plan will flow from the communication strategy aimed at achieving the desired goals, objectives and ambitions. Clear and concise messaging will ensure that the project is successful and memorable.



Our Personal branding

services help elevate our client's image, reputation and profile in the marketplace by creating the required awareness. In joint consultation, we create a strategy to achieve the desired objectives; through social media's digital presence, speaking engagements, and an optimum mix of communication channels.

Committed to innovation

we offer digital and traditional best practice solutions that are customised to meet our client's needs and differentiate them in the marketplace.

Let us assist you to elevate your business, or profile, to the next level

Our Ambition

Our ambition is to assist our clients to improve their image and reputation and elevate their business by providing enhanced communication management.

Our Services

We offer a full spectrum of communication services from strategy development to execution that is designed to align with a client's business ambitions.

Communication Strategic Planning

An effective Communication Strategy, aligned to the Business Strategy and implemented through a well executed Communication Plan, will help keep employees positively engaged with management. As experts in this field, On Spot Communication Management can:

- In consultation with senior management, create a Communication Strategy and Communication Plan which dovetails with the Business Strategy and company's objectives
- Drive the Communication Plan into the business, supported by Action Plans and Activities



COMMUNICATIONS FUNCTIONS	OBJECTIVES	AUDIENCES		CHANNELS
		PRIMARY	SECONDARY	
Media relations	Public relations, crisis management	All audiences	Media	Press releases, Interviews
Employee communications	Internal communication building	Employees	Customers, families	Town hall meetings, memos, emails, newsletters
Financial communications	Transparency, meeting financial expectations	Investors	Analysts, media	Conference calls: CEO, CFO
Community relations	Image building	Communities	NGOs, media	Events, speeches, philanthropy
Government relations	Regulatory compliance, meeting social expectations	Regulators	Media, customers	Lobbying efforts, one-on-one meetings
Marketing communications	Driving sales, building image	Customers	All key audiences	Advertising, promotions

Internal Communication

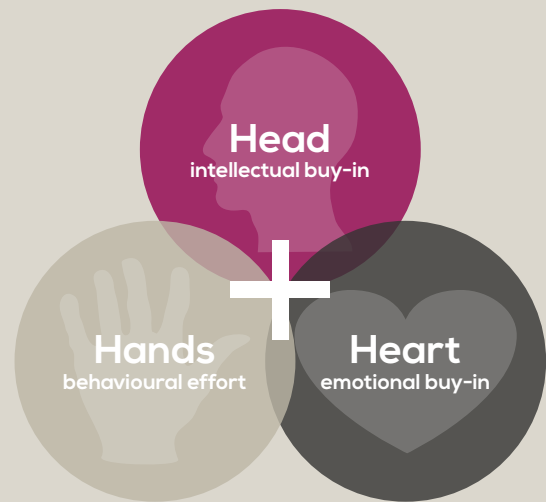
Our extensive expertise in this field assists our clients to enhance relationships with employees through:

- Regular customised communiques, newflashes, notices ...
- Internal communication initiatives and tailored programmes and events to drive specific messages, e.g. Health and Safety, Wellness, Women's Month, competitions ...
- Internal launches of campaigns to support business objectives
- Internal magazines and newsletters
- Compiling brochures and presentations
- Digital communication
- Intranet content development
- Corporate Identity and Secretaries' manuals
- Producing, editing and scripting videos to drive specific corporate messages



Employee Engagement

Employees are paramount to a company's success. We can assist our clients to strengthen their management-employee and inter-departmental relationships by creating effective long-term strategies to enhance employee engagement.





Brand Anchor

As communication experts, we understand the importance of creating awareness for our client's brands in the marketplace. Our expertise in brand management helps us propel your brand forward by:

- Creating a powerful, well-respected brand
- Creating a brand identity, brand essence and brand promise that is consistent with the company's corporate identity
- Creating awareness of the brand through the appropriate communication vehicles to drive sales and improve image and reputation



Magazines and Newsletters

We offer our clients a variety of services within the publishing field, from writing the articles to delivering the finished products:

- Professional writing services
- Professional photography
- Graphic design
- Printing



Digital Communication

In addition to traditional best practice communication, we offer our clients a host of digital services. We can provide a digital presence in the workplace and marketplace:

- E-comms by e-messaging via cell phones
- Social media presence: Facebook, Twitter ...
- Website development



Image and Reputation Management; Crisis Communication Management



What are they
SAYING
about
YOU?

Let us assist you to enhance your image and reputation. We can also assist in dealing with a situation that could potentially tarnish or damage your company's reputation:

- In joint consultation, we create image and reputation enhancers using a range of communication vehicles
- We create various communication tools to drive a crisis turnaround: Crisis Communication Strategy and Plan supported by essential communication materials to align management, the organisation and key business partners
- We liaise with the media on your behalf
- We act as a company spokesperson
- We provide Crisis Communication Management training
- We manage a crisis internally and externally



Event Management

A well executed and professional event enhances a company's image and reputation, both within the company and externally. We are experienced at managing events to ensure a lasting impact.



Personal Branding



In the face of stiff competition, how do we set ourselves apart from others around us? How do we create our own personal brand and uplift our profile? We assist our clients to do just this via a range of services:

- Create a professional profile for various social media platforms: LinkedIn, Facebook, Instagram, Twitter ...
- Monitor the platforms and respond on behalf of our clients
- Act as spokesperson for our clients
- Professional photography
- Sourcing of speaking engagements to elevate our client's profiles
- Engaging in various activities to promote the client's personal brand

Stakeholder Relationship Management



Let us assist you to manage relationships with key business partners: employees, communities, government, media ...

- We provide tools to enhance and manage relationships with key business partners
- By effective mapping and identifying of potential risks, we assist with communication tools and solutions to combat difficult situations
- We provide Stakeholder Relationship Management training



Media Relations

Having been on both sides of the media, we are well equipped to help polish your media presence with a bouquet of services:

- Build symbiotic relationships with the media
- Create a Media Strategy
- Act as spokesperson for our clients
- Press release writing for editorials
- Press photography
- Press conferences
- Media clipping and analysis
- Media training



Graphic Design

We offer our clients a one-stop graphic design service from conception of the creative to the completion of the concept. Let us assist to create your dream and make it a reality. We offer the following services:

- Advertisement designs, newsletters, magazines, product packaging, layout and desktop publishing ...
- Corporate identity development
- Website development
- Promotional items

Marketing and Advertising

We offer a bouquet of marketing and advertising services to meet our client's needs. To ensure your advertising message is "On Spot", allow us to:

- Design and place the advertisement
- Make recommendations on media selection
- Assist with creating a Marketing Strategy, supported by a Marketing Plan
- Design and develop your marketing materials to help drive your business



Market sector experience

We offer the benefit of our wide-ranging experience in:

- Building materials
- Mining
- Engineering and Construction
- Magazine publishing
- Retail Clothing and Accessories, Beauty, Home Living and Décor
- Motor industry
- Legal
- Advertising and Marketing
- Shows and Exhibitions
- NGOs
- Government
- Coaching and Mentoring

Our Partnerships

In consultation with our clients, we can either drive and implement communication requirements on their behalf or, alternatively, we can manage communication initiatives on a project basis.

After agreeing the way forward, we follow a process of strategy-manage-implement-audit to ensure the goals and objectives are successfully met.

Why On Spot Communication Management?

On Spot Communication Management is a professional organisation geared to assisting clients grow or build their success. We are totally committed to integrity and embrace high morals and strong ethics. We value our clients, people and their personal success.

On Spot Communication Management believes in giving back to society in innovative and sustainable ways. We coach and mentor people to assist them realise their dreams. A Corporate Social Investment culture lies close to our hearts and we regularly participate in community upliftment initiatives.

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Testimonials

"Charlene Lamb ... with responsibility for all internal and external communications. She made an immediate impact, displaying her professionalism and extensive experience in communications, marketing, advertising and journalism.

... Charlene was appointed Country Communications Manager and sat on the Country Executive Committee. Her dynamic and committed leadership of her department created good visibility for Lafarge South Africa and enhanced the image of the company. Her handling of the repositioning of the Lafarge brand in South Africa during 2013, Wellness strategy and several internal communications programmes were highly successful.

Charlene is dedicated to passing on her knowledge to her subordinates and voluntarily assumes a valuable mentorship role, while demanding high standards of professionalism from her staff."

Thierry Legrand

Country CEO Lafarge South Africa

... "I write to congratulate you on the new-look newsletter, whose colourful design is attractive and the glossy cover layout impressive.

... Once again, congratulations on a job well done and we look forward to reading the next issue."

Barbara Masekela

Ambassador South African Embassy in Washington DC, USA

... "In her role as Communications Manager, she oversaw the department's internal and external communications, advertising and marketing: as well as developing mutually symbiotic relationships with external vendors, including Communications, Advertising and PR agencies.

Ms Lamb worked on the Communications Strategy and the Communications Operational Plan of the company and ensured it was implemented effectively in both internal and external markets. She always kept her eye on the bigger picture: putting procedures into place to ensure an effective rollout strategy. To this end, she developed good relationships with the media, hosting Press Conferences to ensure a positive image of the company was projected and new technologies and projects were published. She was also instrumental in revamping our marketing materials to reflect a professional, compelling and impactful impression. Ms Lamb also put procedures in place to improve internal communications by mentoring and empowering her support staff, with whom she has enjoyed very good relationships.

... Ms Lamb is a visionary, forward thinking and solution-orientated individual who believes in the development and empowerment of people; something she took very seriously.

... She is a hard working, loyal employee, often going the extra mile to complete projects. She is morally upright and her integrity is beyond approach, often speaking her mind in a forthright, yet diplomatic manner. She is reliable and dependable and enjoys a challenge."

Salani Sithole

Group Manager - Marketing and Business Development SSI

... "Ms Avis had overall responsibility for the Marketing and Public Relations divisions of the firm. She wrote and implemented the marketing and public relations strategies and activities; initiated, compiled content and disseminated the firm's electronic newsletter monthly; wrote legal articles for both magazine and web publications; wrote press releases and worked with the American Immigration Lawyers Association (AILA). She ensured press coverage was obtained in appropriate target publications according to the message of the release and its audience. She was also responsible for point-of-sale materials, collateral and brochures; always ensuring that the brand essence, brand promise and integrity of our firm's brand was kept intact.

Furthermore, Ms Avis was responsible for event management, press launches, business events as well as marketing functions, where she managed the events in an extremely organized fashion and always represented and promoted the firm in a professional and efficient manner. She also dealt with our advertising agency; conceptualizing and managing campaigns; doing copy writing, editing and approving of suggested creative. She did media analysis, selection and placement of the media buy and managed the media spend. She did market research; formal and informal; interpreting data and channelling information appropriately. She was responsible for media relations and management; dissemination of information, press kit management, editing – written and photographic. She was also responsible for communications-both internal and external.

Ms Avis also had her own clients, which she dealt with in a professional and courteous manner. Her communications skills, both written and verbal, are excellent and her attention to detail is exemplary. She is an excellent negotiator and her diplomacy skills are an asset to any company. She is hard working, committed to her job and is able to multi-task effectively."

Mitch Berenson, Esq.

President Law Offices of Mitch Berenson

... "Ms Lamb consulted my business in the field of communications, public relations and marketing and as a result of her advice, helped drive my business to greater heights and additional clients. Her understanding of the communications field – its principles and theories and the implementation of them; from strategy to writing, to organizing my communications campaigns as well as follow-through, was phenomenal. She is an effective communicator who enjoys an acute understanding of the various communications requirements in various contexts of business, thereby always achieving the goal of the project. She built my corporate image and helped create a buzz in the identified target markets for my business. She is also an excellent writer and would write communications for my business.

Ms Lamb also obtained free PR in the form of editorial content in the print media as well as public speaking engagements, which in Beverly Hills, are perceived as an endorsement and credibility booster.

I also hired Ms Lamb to assist me in the marketing of my business; which she did with aplomb.

She was a highly regarded member of her community in the United States, and I was often exposed to events where she was invited to do public speaking engagements (e.g. at the invitation of the SA Consul General to Los Angeles). Besides

her consultancy business, she was also the Managing Editor of the acclaimed SA expat magazine, JULUKA, in the US.

Ms Lamb also assisted my business in media relations, something she is excellent at.

In order to better understand the American marketplace and its culture, she enrolled at UCLA's communications school; where she completed courses in Entertainment Publicity and Events Management.

Her ideas and input are highly valued. She is a smart, savvy woman, whom I would not hesitate to recommend to potential clients."

Charlotte Gray

President - The Acting Place/Act Now Coaching
Beverly Hills, CA, USA

... "Ms Avis has achieved great success with JULUKA; utilizing her strategic, marketing, public relations and communications skills.

She was appropriately officially recognized by the South African Ambassador to the United States, Ms Barbara Masekela for the turnaround of JULUKA. The magazine was ultimately welcomed back into the Embassy as well as three South African Consulates in the United States.

Ms Avis dramatically increased the financial/business side of the magazine.

Under Ms Avis' leadership, JULUKA has become a household name in the United States. She has ensured that the magazine has been well marketed and promoted and enjoys a high level of recognition and credibility in the marketplace. This has been well endorsed, as evidenced by her getting the magazine onto the national South African carrier, South African Airways, departing from both New York's JFK gateway as well as Washington DC.

Ms Avis' driven, positive and embracing, bubbly personality has held her in good stead in the marketplace and has made her welcome in the community; at both a social, business and government level. She has dealt with top echelons of society to those on the ground, and they all respect and admire her. She is often invited to top level interviews; including former South African State President and Nobel Peace Prize Winner, Mr. FW de Klerk, former Deputy State President of South Africa, Mr. Jacob Zuma to top medical personnel in the United States. The list goes on and on. Ms Avis is a networker extraordinaire and has created many positive contacts for JULUKA."

Chak Reddy

COO: Mindgate Media, Inc

... "Ms Lamb has been responsible for both internal and external communications and has also project managed a rebranding exercise for the company. She has managed the Communications Department's functions with aplomb; and has built a reputation for being a hardworking, dedicated and committed employee."

Elza Theron

Group Manager: Human Resources SSI

Testimonials – continued

... “Charlene is a very capable person always willing to help anyone with anything. I found her to be extremely motivated with a hunger for learning and obtaining knowledge. She is a very enthusiastic person with a real flair for the business.

In the time she has spent in marketing she has proven to be a very responsible person with good attention to detail. Charlene is very passionate about what she does and is highly regarded by her colleagues and peers alike.”

Vanda Harries

Marketing Manager – Ladies Wear Edgars

About Us

Executive Director Charlene Lamb is a dynamic communication professional who has worked for a number of major international corporations. A consummate professional, Charlene is passionate about communication and people, and enjoys mentoring her staff to promote excellence in the field of communication. She is a dedicated and committed leader, always inspiring her teams to achieve what they believed to be impossible.

Charlene holds a BA Communication and Psychology degree from the University of South Africa and a Public Relations degree from the University of California–Los Angeles, and is proficient in communication, marketing, advertising, journalism and public relations. Her wealth of experience includes working in the USA and locally, in the engineering, motor, legal, magazine and fashion industries.

A former communications executive for the South African presence of the world leader in building materials, Charlene has served on a host of committees during her corporate career, including management executive committees, Wellness, Corporate Social Investment, and programmes to promote corporate operational efficiencies.

Charlene loves animals and is an avid supporter of the SPCA. She is also a strong advocate of environmental conservation, actively showing concern for the needs of future generations.



Contact details

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Photographs courtesy
of Lafarge South Africa,
Juluka Magazine ...