

INTRODUCING

**KENDRICK PR**

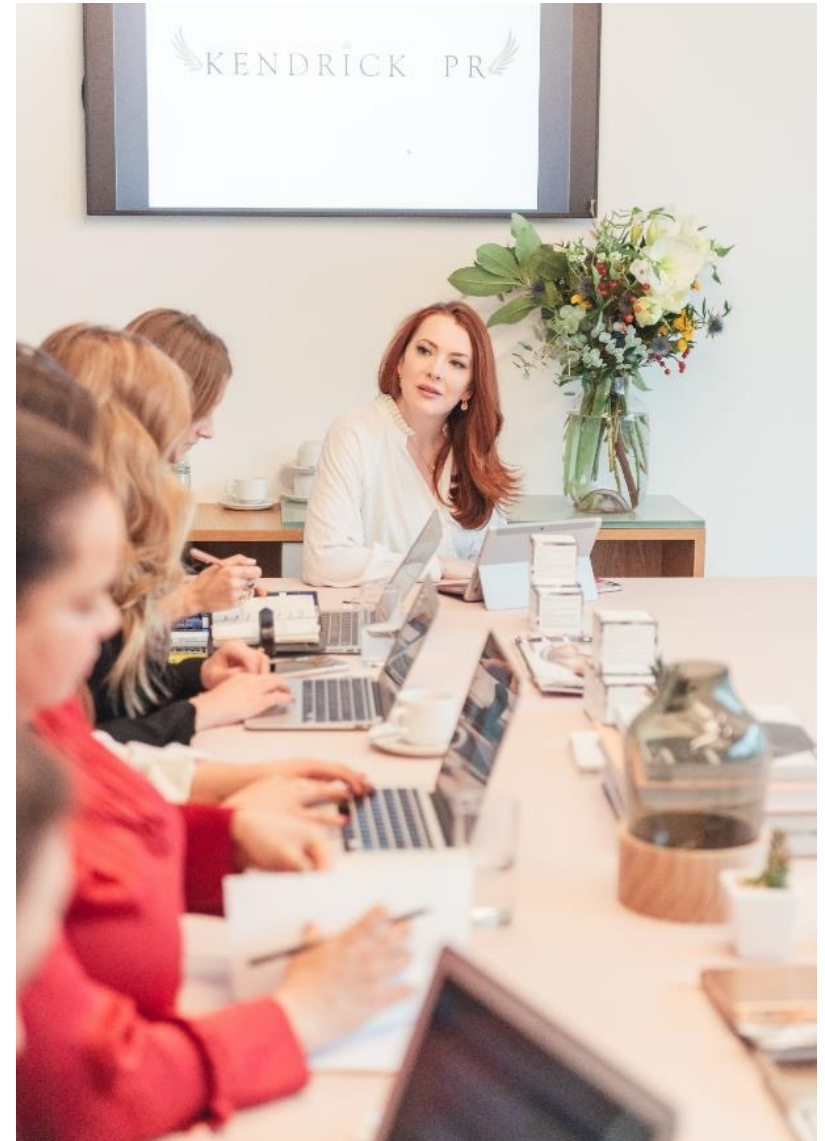
AESTHETICS | BEAUTY | WELLNESS

EXPERTS IN

PR, TALENT MANAGEMENT & BRAND CONSULTANCY

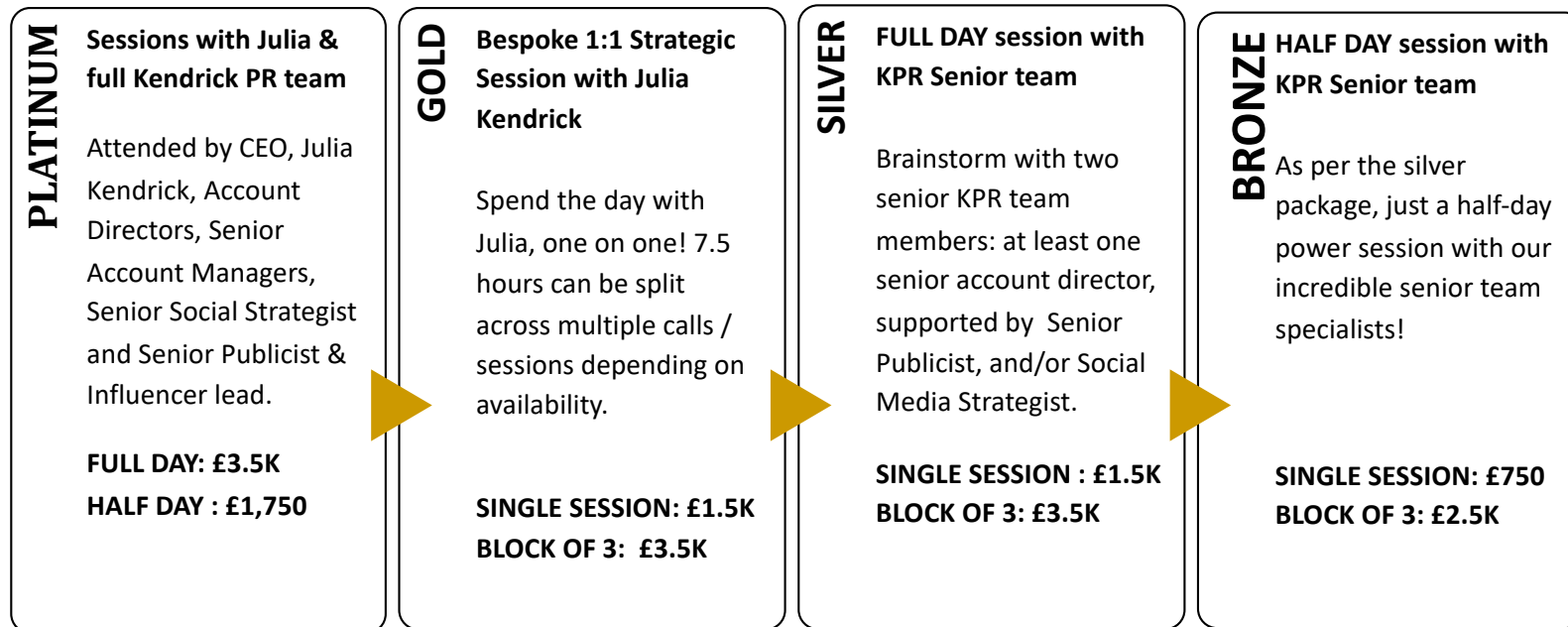
FOR THE BEAUTY, WELLNESS & AESTHETICS INDUSTRIES

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# Strategic Consultancy Packages

Tap into over 60 years of collective PR and marketing expertise! Whether your business or marketing strategy needs creation from scratch or a revamp, we can review and analyse the current approach, key competitors, and deliver market insights, business and brand creative brainstorming, strategic advice, business development opportunities, PR & marketing planning and guidance, issues management, launch planning support, as well as giving you access to our prestigious black book of advisers, suppliers and experts.

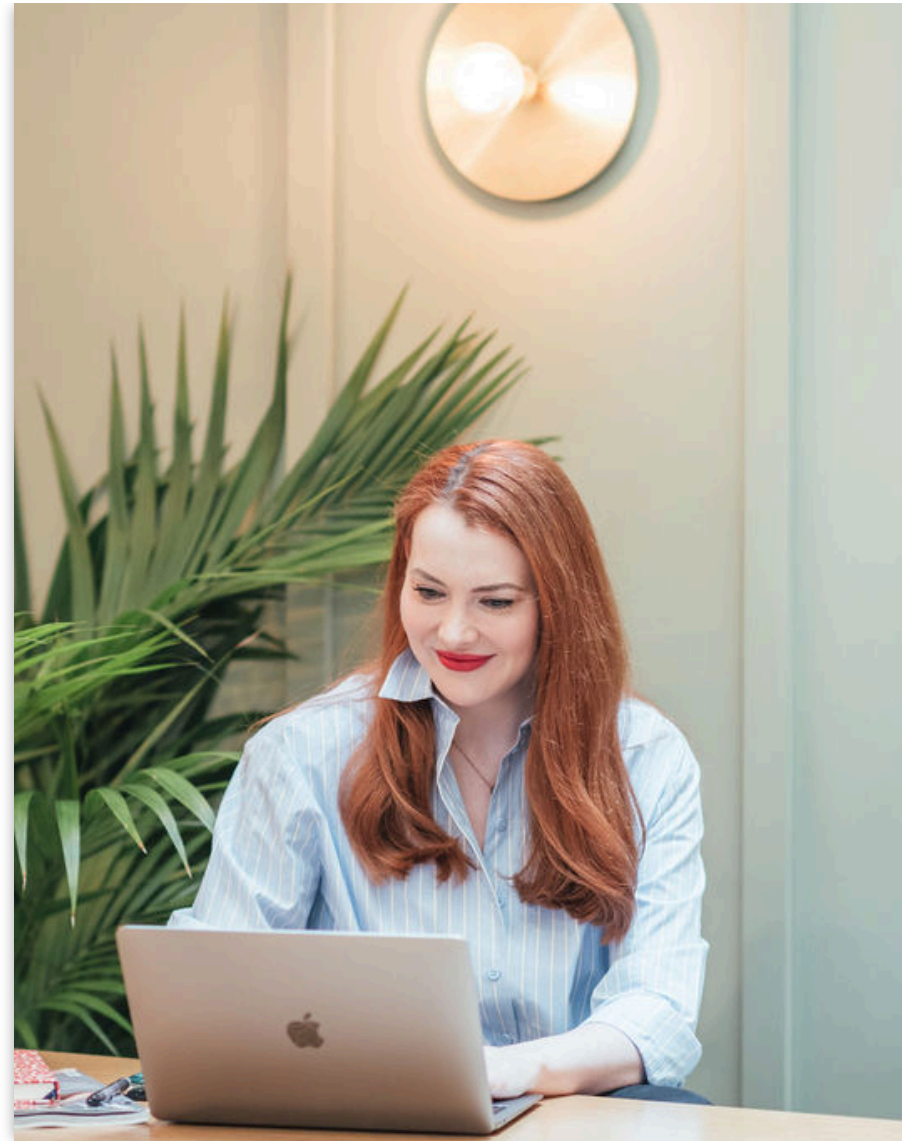


\* All cost exclude VAT

# Consultancy Sessions: What Do You Get?

*Example: Block of x3 sessions (7.5 hrs each) with CEO Julia Kendrick*

- **Timings:** Flexible – sessions can be grouped closely together or spaced one session per month, depending on your needs
- **Format:** Flexible – sessions can be held face to face (London) or over zoom
- **Initial session:**
  - **Session 1, part 1 (3 hrs)** – We hold an initial kick-off session, leading focused discussions on brainstorming, strategy, consultancy and outlining elements that you may need additional help with.
  - We can also review and work on the PR / marketing you currently have in place, as well as putting in place a suggested framework for the remaining consultancy sessions
- Session time not used in face-to-face or Zoom meetings can then be allocated towards additional calls / meetings, and/or Kendrick PR time spent separately working on materials, messaging, competitor or industry research, connecting you with our trusted contacts or suppliers etc
- **Outputs:**
  - Post-meeting notes and actions sent to client after every session
  - Depending on individual requirements from sessions, written outputs can include PR messaging re-writes, creative brainstorm notes, updated brand content, topline press office planning or creative angle notes, and competitor or trend reports.
  - Clients can be connected to the KPR trusted network of suppliers and industry contacts



# CONSULTANCY CLIENT TESTIMONIALS...



Julia and her team at Kendrick PR are the consummate professionals and have provided invaluable help and support to my business. I hugely enjoy working with them as they demonstrate a real “can-do” attitude as well as having a wealth of experience in the aesthetics industry. Julia herself is a delight and I couldn’t recommend them highly enough!

**Dr Fiona McCarthy**  
**The Bronte Clinic**



Julia and her team are industry experts and have helped bring my business strategy and brand forwards. I had many aspects of my business in place prior to Julia’s help but she consolidated my ideas with her ‘can do’ attitude and support so now my business is well established with strong foundations - I would highly recommend her team and services.

**Dr Dil Kassam**  
**The MediShed**



Since starting with Kendrick PR, not only have I enjoyed working with this fabulous and smart team but I have been grateful for their creativity when coming up with tactics and strategies to support my business. As a result we have seen high quality exposure which has significantly helped build our brand. They leave no stone unturned and most certainly work with us as true partners, having taken time to understand our business and what it requires to enable its growth.

**Dr Benji Dhillon**  
**DEFINE Clinic**

Thank You



For further details: [Julia@kendrickpr.uk](mailto:Julia@kendrickpr.uk)