

## MANAGEMENT CONSULTING

No more one-size-fits-all solutions! Experience in cultural, public & private sectors contribute to an ability to recognize the particular needs of varied organizations and their clients.

### **Marketing**

- ¥ Assess and revise current materials
- ¥ Strategic planning for advertising, direct marketing, client-based promotions and value-added services

### **Operations**

- ¥ Recommendations for improved quality and cost/revenue ratios
- ¥ Assess current staffing and procedures
- ¥ Plans for staff equity & development
- ¥ Establish goals & guidelines for day-to-day operations & internal communications

### **Business Plans**

- ¥ Identify existing market /audience
- ¥ Identify development potential
- ¥ Cost/revenue research for expansion
- ¥ Prioritize development plans

## PUBLICATION SERVICES

Whether you want help on a single project or a review of your overall publishing program, find the effective, efficient & knowledgeable assistance you require.

### **Editorial**

- ¥ manuscript assessment
- ¥ directing rewrites
- ¥ consultations with writers
- ¥ structural & stylistic editing
- ¥ copy-editing & fact-checking
- ¥ development of style guide for your publications

### **Writing**

- ¥ annual reports
- ¥ operations manuals
- ¥ policy papers
- ¥ promotional materials

### **Production**

- ¥ taking project from start to finish
- ¥ budgets & cost controls
- ¥ design, photo shoots & production

*Call to discuss how Joyce Mason Ink can be of service to you.*

### **Joyce Mason offers**

25 years of managerial experience in the cultural & corporate sectors 20 years in editorial development & print production

### **Awards**

- ¥ Canadian Magazine Awards
- ¥ Advertising & Design Club of Canada

### **Accomplishments**

- ¥ Strategized & implemented successful shifts in editorial mandate & design
- ¥ Improved cost/revenue ratios

### **Affiliations**

Editors Association of Canada  
Periodical Writers Association of Canada  
Joyce Mason has contributed to various North American periodicals including:  
*Elle Canada* ¥ *enRoute* ¥ *C international contemporary art* ¥ *The Globe and Mail*

### **Clients**

Small businesses, public corporations, educational institutions and charities comprise a broad-spectrum client base, which includes:  
¥ Art Gallery of Hamilton ¥ Art Metropole  
¥ *C international contemporary art* ¥ MacTweek ¥ Maintenance Metals & Alloys  
¥ Ontario Association of Art Galleries  
¥ Ontario Lottery & Gaming Corp ¥ Power Plant ¥ Sheridan College ¥ University of Guelph ¥ Vintages (LCBO)  
¥ York University