

Crossing cultures. Building brands. Sustaining futures



Client: Eva Barbara Bongard

PR Campaigns Course The U of O SOJC

Lauren Lanning, Jack Skidmore, Lucy Ugar, Anna Dunlap, Caroline Wilson, Sadie O'Flaherty

Table of Contents

Memorandum	02
Situational Analysis	03
Research	04
Final Plan	05
Target Publics	06
Goals and Objectives	
Strategy	
Key Messaging	
Tactics	
Mockups	
Branding	
Social Media Marketing	
Public Speaking	
Social Media Outreach	
Budget	07
Evaluation/KPIs	08
Timeline	09
Final Presentation	10
	11

Memorandum

To: Eva Barbara Bongard

From: Eva E2B Team

Date: 6/11/2025

Subject: Final PR Plan Memo

Firstly, we would like to express our gratitude for placing your trust in us to develop a campaign for this new and transitional chapter in your life. It has truly been a joy for all of us to meet you and work with you throughout the term. We are excited to share this comprehensive campaign summary with you.

Campaign Overview

The overarching goal of our campaign was to help transition and rebrand Eva for her new consulting endeavor. We strategically aimed to leverage Eva's expertise as a sustainable, globally focused advisor with extensive industry experience to serve as the backbone of this transition and the campaign. Our strategy consisted of two parts: 1) Promotion by giving Eva the tools to promote herself through speaking opportunities and media attention, and 2) A new brand strategy that leverages Eva's most valuable skills that set her apart from the competition.

Campaign Deliverables

In line with the strategies we developed, we created specific campaign deliverables to achieve the objectives outlined. Firstly, we created a comprehensive brand kit and brand persona that aligned with Eva's target aesthetic and values. Next, we developed a mock website that contains recommendations for the features that should be included in Eva's new site and houses the contact page, which will be used to track inquiries. We developed personalized social media post mockups and best practices lists to improve social media engagement. And finally, we provided Eva with a range of speaker and media outreach tools, including a mock one-pager, speakers bureau, personalized media list, and mock pitches. These deliverables and tactics form the core of the campaign's execution and directly align with our objectives.

Next Steps

Here are our short-term and long-term recommendations for Eva based on our campaign deliverables and objectives.

Short Term Recommendations:

1. *Launch new website* - Launching the new website as soon as possible will be crucial to the campaign's success. It will serve as a hub where prospective clients can view testimonials, and, most importantly, it will be the primary point of contact for client inquiries.
2. *Integrate branding into social media* - Using the brand kit to rebrand Instagram and LinkedIn, and following best practices for social media posts, will be a great way to kick off this campaign and launch the rebrand to followers.
3. *Start using speaker outreach tools* - To position herself as a credible industry veteran, Eva should begin to conduct speaker outreach using the speakers bureau and the one-pager provided. Sharing stories and advice as a speaker will increase Eva's visibility during this rebranding transition and, in turn, drive engagement on social media and increase consulting inquiries.

Long Term Recommendations:

1. *Secure media coverage through pitching* - After securing speaking opportunities and new clients, using the pitching tools and media list to gain coverage will significantly increase positive perception of Eva as a business advisor.
2. *Draft more testimonials and case studies* - Once Eva has worked with more clients, we recommend developing and including more testimonials and case studies on her website. These will boost credibility and drive inquiries, and can also be integrated across social media channels using graphics like the mock-ups we created.
3. *Track inquiries and engagement* - After launching the campaign, make sure that tracking strategies are implemented (we have outlined our recommendations in this report). Evaluation is a crucial part of the campaign process and should be done to track progress towards objectives.

Eva, we want to thank you again for this amazing opportunity. Being able to learn from someone who is so wise and knowledgeable has been an invaluable growth opportunity for all of us as we prepare to graduate and move on to careers in communications. We put our all into this campaign plan as we genuinely believe that you will do great things as you move forward with your new era of Eva and Twil. Again, thank you for your willingness to work with us and for placing your trust in us. Thank you for your thoughtful feedback on our presentation. We look forward to hearing your feedback on this plan, should you have any.

Best of luck,

Lauren Lanning, Jack Skidmore, Lucy Ugar, Anna Dunlap, Caroline Wilson, Sadie O'Flaherty

Situation Analysis

Eva Barbara Bongard is entering the consulting space at a time when demand for sustainability expertise and values-driven leadership is rapidly growing. The global sustainability consulting market is projected to increase from \$16.99 billion to \$54.76 billion by 2030, primarily driven by heightened ESG regulations and growing pressure on companies to demonstrate measurable environmental and social impact. Many organizations recognize the need for change, but often lack the internal guidance to implement it effectively. This creates a clear opening for trusted advisors with practical, human-centered approaches.

At the same time, the consulting landscape is evolving. Businesses are increasingly seeking partners with emotional intelligence, global fluency, and cultural sensitivity, all qualities that Eva brings from her international business experience. Her ability to help companies grow sustainably while navigating cross-culturally positions her in a highly relevant and differentiated way.

Digital visibility also plays a crucial role. Research shows that 82% of B2B buyers look up a consultant's LinkedIn profile before making a decision. Establishing Eva's online presence as a thought leader is not only crucial for credibility, but it also directly influences her ability to generate leads and convert interest into business opportunities.

Finally, the market is shifting toward boutique firms. 70% of clients say they prefer smaller consultancies for their agility, personalized service, and values alignment. This trend strongly favors Eva's positioning as a mission-driven, relationship-focused consultant offering tailored guidance rather than one-size-fits-all solutions.

Eva is entering a space that needs what she offers, and this PR strategy is designed to meet that moment with clarity, credibility, and visibility.

Research

As part of our process, we conducted a comprehensive research report to understand the industry we were operating in and how to best support Eva in achieving her goals. We've included the most important parts here.

For the purpose of the Eva Barbara Bongard brand, we chose to focus on both sustainability and cross-cultural consultancy industry research. First looking into sustainability consulting, from 2025 to 2030 the sustainability consulting industry is expected to grow from USD 16.99 Billion to USD 54.76 Billion. The largest market in this global industry is the North American

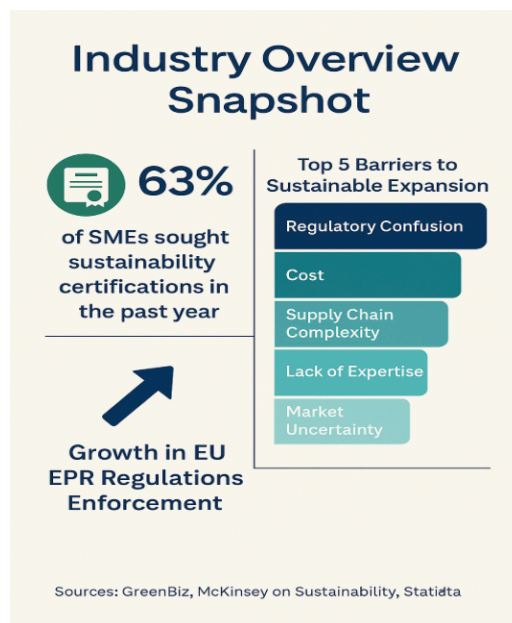
region. This growth follows the trend of sustainability prioritization among the consumer base. Today more than 46% of consumers say they're already purchasing more sustainable products, which has resulted in higher growth for products with ESG-related claims. Climate change consultancy has the most attention in sustainability consulting and the greatest market share of 40%. It is primarily focused on carbon footprint reduction in business.

Similarly, cross-cultural sustainability is on a rise. It is forecasted to increase by USD 1.93 billion at a CAGR of 6.8% between 2024 and 2029. Moreover, 31% of this growth will originate from North America. The industry is experiencing a rise in the use of gamification as an effective communication channel. From a foundational standpoint, cross-cultural consultants rely on a five step method toward solutions. These include target market identification, cultural factor analysis, market needs/preferences assessment, marketing strategies adoption, and success/adjustment evaluation.

For many consultants, acquiring credentials is an important step to building credibility. General consultant certifications include Certified Management Consultant (CMC), Chartered Management Consultant (ChMC), and Certified Accredited Management Consultant (AMC). In the sustainability world, the International Society of Sustainability Professionals (ISSP) provides a set of reputable certifications. In cross-cultural consulting, Institute for Diversity Certification (IDC) and Inclusive Behaviors Inventory Certification (Aperian) are respected options.

From examining similar specific industry professionals to Eva, we gained insight on impressive models of branding. Washington state based, Rory Bakke, founded Hedgehog Coaching & Consulting which seeks solutions toward the harmony of human activity and nature. Her website stands out by including sections like "Whom I Work With", "Solutions We Offer", and "Testimonials". This makes it easy to learn about her brand in an organized and easily digestible fashion.

Another similar professional is Safia Minney. She is a sustainability focused consultant with a focus on public speaking. She provides a webpage with a description of the types of topics she covers in her speaking events with a "Enquire Now" button for event booking.



Core Insights:

The sustainability consulting market is growing, particularly with the introduction of new environmental regulations, ESG reporting mandates, and rising consumer expectations. The global market is projected to grow at a CAGR of 23.1% through 2030, indicating strong demand for experts who can guide on sustainability.

- Boutique consultancies are gaining popularity among clients. Compared to larger firms, smaller consultancies offer agility, specialized services, and a more authentic, personalized experience.
- In addition to implementing sustainability initiatives, companies must also effectively communicate their sustainability efforts. This shift creates strong demand for consultants who bridge strategy and storytelling, which is a service that Eva offers.
- Eva has global expertise and emotional intelligence, which resonates with founders seeking purpose, not just profit. This gives her company a competitive edge over traditional business consultants.

SWOT Analysis:

<p><i>Strengths</i></p> <ul style="list-style-type: none"> • Experience in the sustainable leather industry • Experience in international business markets • LinkedIn following/presence • Connections with CEOs and leaders 	<p><i>Weaknesses</i></p> <ul style="list-style-type: none"> • Not a direct strategy • Market for experienced consultants is already large • Lack of case studies/evidence for work previously done
<p><i>Threats</i></p> <ul style="list-style-type: none"> • Tariff situation with the international consumer goods market • Political uncertainty • Lots of competition within the business consulting industry 	<p><i>Opportunities</i></p> <ul style="list-style-type: none"> • Tap into ESG & sustainability, which is a large factor for companies right now • Target smaller businesses locally • Leverage international speaking opportunities to gain following on LinkedIn as a thought leader • Gain a strong local brand with consultancy

Goals and Objectives

Goal:

Our goal with this rebrand is to clearly position Eva as a sustainable business advisor for small to mid-sized enterprises.

We're targeting SMEs that need guidance in cross-cultural communication, ethical leadership, and sustainability integration across operations, supply chains, and the workplace. This positioning reflects your expertise and ensures your services are aligned with businesses prioritizing values-driven growth.

Read the full goal here:

We want to reposition Eva as a sustainable business advisor, catering to SMEs that need help navigating cross-cultural communication, establishing ethical leadership, and integrating sustainability within business operations, supply chains, and the workplace.

Objectives:

To increase visibility and establish authority within the consulting space, the campaign's first objective is to pitch to at least 30 speaking opportunities or media engagements over the next six months. This outreach will target industry-aligned podcasts, conferences, webinars, virtual summits, and business publications. By developing a strong speaker pitch and set of branded digital assets, the campaign aims to secure features and opportunities that will highlight Eva's invaluable expertise, values, and impact.

The second objective focuses on lead and inquiry generation, aiming to gain 100 new business inquiries within the six-month campaign period. This will be driven through a combination of increased thought leadership visibility, optimized website messaging, and targeted LinkedIn and Instagram promotions. Inquiries will be tracked through Eva's new website. To progress towards this objective, Eva does not need to acquire 100 new clients, but simply needs to receive a certain number of inquiries that express interest in her new services.

The third objective is to grow engagement on LinkedIn and Instagram by 30%. This will be achieved through a strategic mix of consistent posting, content boosts, and a new creative visual storytelling brand. Key metrics will include likes, comments, shares, and profile visits, which will be measured through internal platform-specific tracking features or an external social media audit. This objective aims to assess the brand's resonance with its audience and to foster a more connected digital community around Eva.

Final Plan

Target Audience:

Eva's target audience comes down to three segments: SME Founders and CEOs, sustainability focused global brands, and business organizations and clubs. SME founders and CEOs is the primary target audience for a number of reasons. Many SMEs are focused on international growth and are looking to engage in cross-border partnerships. Additionally, SMEs don't have the faculties that larger enterprises do, and will be looking for an outside consultant to step in and guide them through sustainable global expansion. Eva is the perfect person to fill the gap for this target audience.

Second to SMEs we have sustainability focused global brands as a target audience. These brands are already actively engaged in sustainable practices and value ethical leadership and corporate transparency. These folks are seeking help navigating unfamiliar cross-cultural sustainability regulations, which Eva has vast experience with. This target audience is key considering that, as mentioned in the situational analysis, sustainability consulting as a market is growing exponentially.

Lastly, we have both local and global business organizations and clubs as a secondary target audience. This group serves as the target audience for Eva's public speaking opportunities. They value experience in the industry and are always looking for seasoned industry professionals to relay their knowledge to organization or club members. They are focused on developing professional careers, and Eva can serve as a connection in the industry and a mentor.

Key Messages:

There are three main key messages to the Eva E2B campaign. The first is that Eva possesses a special expertise in cross cultural communications for sustainable growth. People admire how naturally Eva navigates international dynamics. If you're trying to expand globally or work with teams from different backgrounds, then she is the person you want by your side. The idea is that people will be saying, "Eva just gets it when it comes to working across cultures. She's working in boardrooms across continents and somehow always knows how to read the room and bridge the gap."

Our second key message for this campaign is that Eva navigates global business with a unique emotional intelligence. Clients often say that her emotional intelligence is her super power. She is the calm in the chaos, especially when cultures clash and communication gets lost in translation. The idea here is that people will be saying, "She doesn't just understand business — she understands people."

Lastly, another key message for this campaign is that Eva prioritizes ethical leadership and sustainability. Partners and companies she's worked with trust her because she brings

practical, ethical solutions. She knows how to make sustainability feel doable, not daunting. People will be saying, “Eva doesn’t just preach sustainability, she models it. And she helps you incorporate it in a way that actually works for your business.”

Each of these three key messages of the campaign are communicated through our tactics, such as case studies/testimonials featured on her website, social media, and LinkedIn.

Strategy

One testimonial from a client raved about Eva saying, “I believe there is a huge opportunity to grow a business when you have someone on your team who can identify those areas of opportunity and having someone like Eva as an outsider to come in and identify these opportunities will be very rewarding and profitable for businesses who hire her services.”

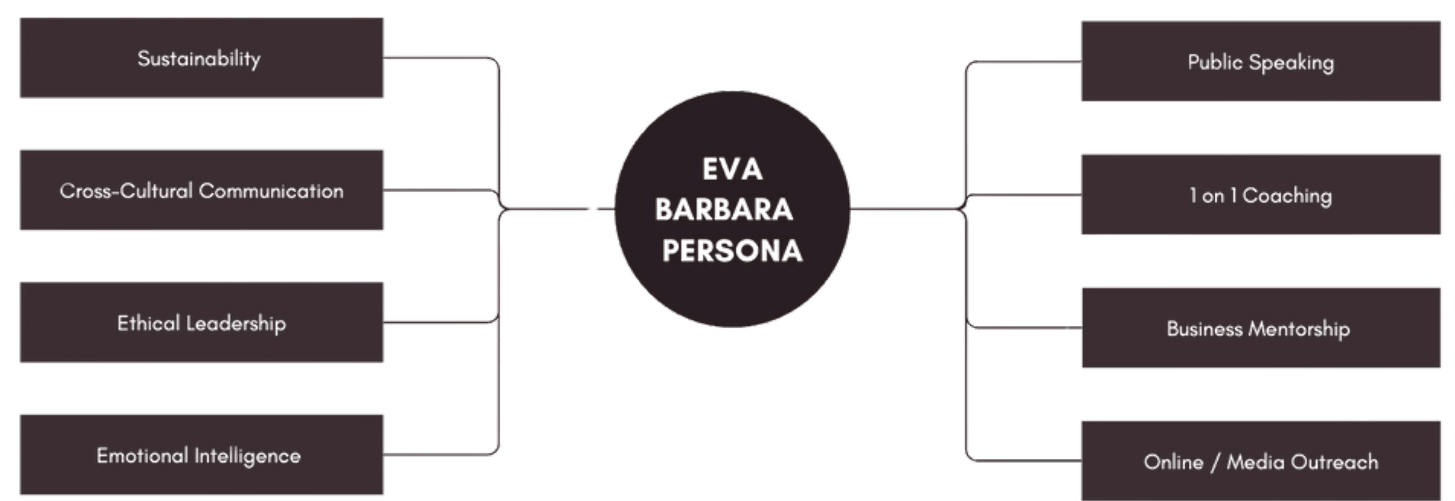
We wanted to use this unique angle of hers. This campaign will create a strong storyline for her to pitch herself as a credible consultant/mentor/public speaker. This new brand positioning will have two main components: promotion and brand strategy. Our campaign will include multiple tactics that provide a strong framework for her to break through in a large market of consultants. We aim to increase her visibility through online channels, while also growing her credibility through word of mouth. We will give her the tools to engage in public speaking opportunities, receive media attention and gain client growth.

Promotion: Give her the tools to engage in public speaking opportunities, receive media attention and gain client growth.

Brand Strategy: Leverage her emotional intelligence and cross-cultural communication skills. Leverage her background in sustainable business & ethical leadership

This is the branding indentity the campaign will project:

Tagline: crossing cultures. Building brands. Sustaining Futures.



Tactics:

Our strategic plan is divided into two main ideas: Promotion and Brand Strategy. These tactics are designed to build Eva's visibility, credibility, and long-term presence as a sustainability and cultural business consultant.

1. Promotion

To help Eva gain traction as a speaker, thought leader, and trusted expert, we created a full set of media and outreach tools, including:

- A curated media list featuring local and national journalists, editors, and platforms aligned with Eva's expertise
- A professional one-pager summarizing her background, offerings, and point of view — ideal for pitching to media or event organizers
- A customized speaker's bureau directory with contacts at universities, conferences, and business networks for public speaking opportunities
- Sample pitch emails tailored for different audiences that Eva can use or adapt for outreach

Additionally, we developed a social media strategy centered around LinkedIn. This includes:

- A branded content series concept
- Post templates and visual guidelines
- A calendar for consistent posting

These assets are designed to enhance Eva's digital presence, foster trust, and generate leads.

2. Brand Strategy

To support Eva's long-term positioning, we created a complete brand foundation:

- A comprehensive brand kit including her logo, color palette, fonts, and voice, ensuring consistency across all platforms
- A website copy with core features:
 - Clear service offerings
 - Case studies and testimonials that demonstrate impact
 - A contact form and newsletter sign-up to capture interest and grow her audience

Together, these two pillars give Eva the structure, content, and tools she needs to confidently launch and grow TWIL World.

Mockups

Branding:

Brand Kit:

To support a consistent and professional visual identity across all platforms, we developed a custom brand kit for TWIL World. This includes the following elements:

Color Palette- The chosen palette reflects Eva's values: warm, natural tones paired with grounded neutrals. These colors signal sustainability, trust, and approachability – key themes for her brand.

- #b48e78 – soft clay
- #a59c67 – olive green
- #e4d4ca – warm beige
- #dedbc6 – soft cream
- #5a3f3a – rich brown (primary text/anchor)



#b48e78



#a59c67



#e4d4ca



#dedbc6



#5a3f3a

These shades are used consistently in social graphics, website design, templates, and promotional materials.

Fonts

- Headings: **RoxboroughCF** – a serif font with character and elegance, ideal for giving her brand a premium, thought-leadership feel.
- Body Text: **Glacial Indifference** – clean, modern, and highly legible across digital and print formats.

Logo - The logo features a hand-drawn leaf-inspired “T” to emphasize sustainable growth and personalized guidance. It’s versatile enough for use on LinkedIn, her website, pitch decks, and one-pagers for speakers.



How to use on Canva:

1. Upload your brand fonts and logo to your Canva Brand Hub.
2. Save your five brand colors as the default palette.
3. Apply the brand kit to all new templates for consistent design.
4. Use the pre-built templates for posts and pitch materials.

This kit ensures that everything Eva puts out, visually and verbally, is cohesive, memorable, and professional. Whether she's pitching to media, posting on LinkedIn, or speaking at a conference, her brand will reflect clarity and intention at every touchpoint.

Website Mockup:

[Link to website template](#)

The website was made on Canva, from there it can be embedded onto whatever site the client prefers. The pages include: landing page, about, testimonials, previous work, services, events calendar, and contact page.

We incorporate her new branding colors and fonts into the website so her brand stays cohesive. The blank boxes in the previous work page will include packages of her previous clients and the work she did for them. Each page is made short with only relevant information, so the viewer isn't overwhelmed. The contact page is very important as it lets anyone easily send inquiries or any questions directly over to Eva.

How to embed the Canva into a website:

1. Click Share on the right corner
2. Click "see all"
3. Select embed
4. From there, embed the link to the site of choice

Footer on each page includes her contact information and social sites, so it is easily accessible:



Page Layout:



**EVA
BARBARA
BONGARD**
FOUNDER OF
TWIL

[ABOUT](#)[TESTIMONIALS](#)[PREVIOUS WORK](#)[SERVICES](#)[UPCOMING EVENTS CALENDAR](#)[CONTACT](#)

About Eva & Twil

Discover how sustainability, philanthropy, and love could transform and invigorate your business. From 25+ years of experience in the leather industry at the international level, Eva now builds bridges for a variety of organizations searching for new opportunities across borders. This work is backed by a deep understanding of international growth through her work as a business delegate in Italy and her other professional ventures in China, Mexico, and the U.S. By integrating various approaches, Eva fosters growth through market research, strategic communications, meeting prep, and post-launch support. If you are a CEO or founder of a small to mid-sized business, Eva is your partner toward continuous success within a globalized market.

FEEDBACK FROM CLIENTS

"The reason we decided to work with her was because I know of her ability to open doors and to see farther into any process or opportunity. I would call her a visionary, someone who can see what most people won't be able to see and her energy to actually make things happen and being a very results oriented person can help any organization to move in a very specific direction specifically when it comes to growth to generate more clients and more opportunities for any business. I believe there is a huge opportunity to grow in a business when you have someone in your team who can identify those areas or of opportunity and having someone like Eva as an outsider to come in and identify these opportunities will be very rewarding and profitable for businesses who hire her services.

The most valuable aspect of our collaboration was the fact that Eva was able to pinpoint areas of opportunity, areas where we could improve as a company to be able to pursue other opportunities. Also care about their ability to stay in front of potential clients and knowing how to get to them, how to stay connected and to keep conversation going."

Sandra Dempsey
Owner of Source TEN

PREVIOUS CONSULTANCY WORK

[LEARN MORE](#)[LEARN MORE](#)[LEARN MORE](#)

SERVICES OFFERED



1 on 1 Coaching



Leadership Consulting



Speaking Engagements

UPCOMING EVENTS



August 30, 2030

University of Wisconsin

Harmonious Park



Oct 23, 2030

TED TALK

Community Square



Nov 20-22, 2030

Public Forum

Modern Lifestyle Main Branch

CONTACT EVA

Eva is available for business consulting, speaking engagements, and one on one mentorship & education

Name:

Email:

Message:



Social Media Strategy

LinkedIn Strategy:

LinkedIn will serve as a core platform to establish Eva's presence as a business consultant and thought leader in sustainable growth and cross-cultural strategy. It's not only where decision-makers go to find consultants, but also where conversations about leadership, values, and innovation are actively happening. With a refined strategy and consistent presence, Eva can utilize LinkedIn to establish credibility, secure speaking opportunities, and generate consulting leads.

LinkedIn is one of the top tools for visibility in the B2B space, especially for boutique consultants. It enables Eva to demonstrate expertise, humanize her brand, and engage with audiences in a personal yet professional manner. With 82% of buyers researching consultants on LinkedIn before making a decision, a polished and active profile can directly influence their client pipeline and media potential.

Eva already has a solid foundation on LinkedIn. She posts regularly and often shares stories from her global experiences, bringing in a personal tone that resonates with her audience. She also responds to comments and engages with other professionals, which is a great way to build trust and maintain visibility.

There are several ways to build on this momentum. Structuring posts with a strong hook, keeping them short (under 150 words), and using 1–3 branded or niche hashtags will help boost reach. Branded Canva templates will make her posts instantly recognizable and more professional. Incorporating calls to action, like “share your thoughts,” “register here,” or “tag a colleague,” will encourage more engagement. Tagging relevant people or organizations and using LinkedIn's event and article features can also expand visibility beyond her immediate network.

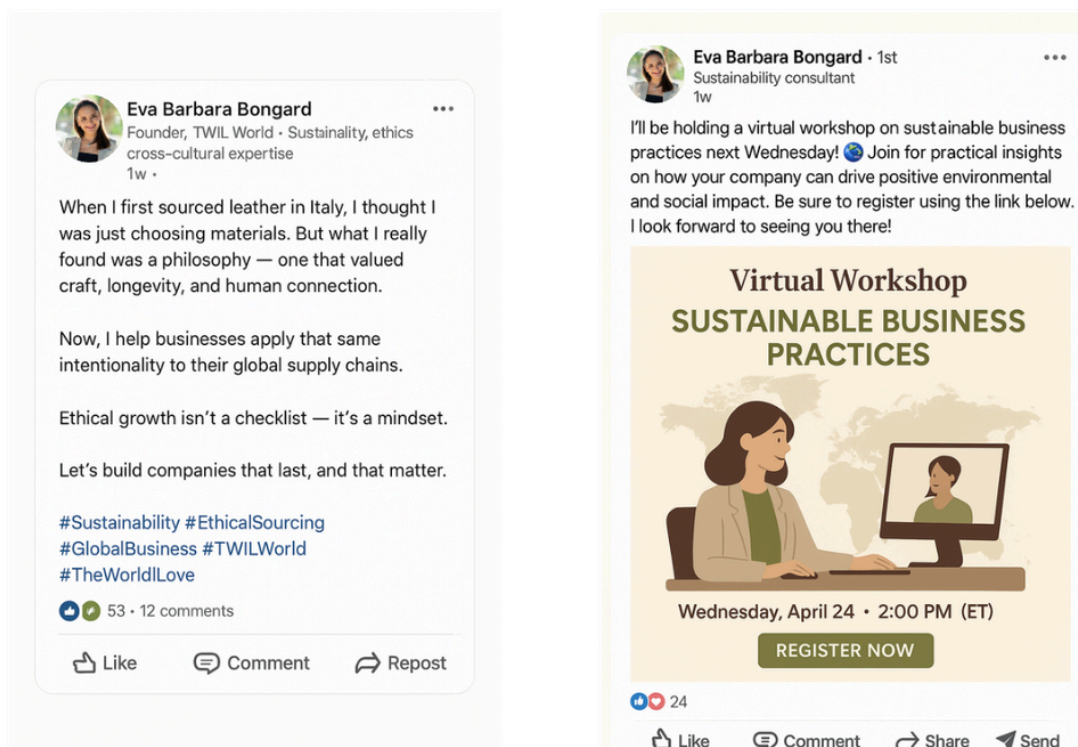
In addition, to make content creation more efficient and scalable, Eva can integrate AI tools into her LinkedIn strategy. Platforms like ChatGPT can help her brainstorm post ideas, generate thoughtful captions based on her speaking topics or past client work, and even repurpose blog content into shorter, engaging posts. AI can also assist with drafting outreach messages, customizing pitch templates, and analyzing post performance to understand what resonates most with her audience.

By using AI thoughtfully, Eva can maintain consistency and strategy in her posting without it becoming time-consuming or overwhelming. This keeps her content fresh, on-brand, and aligned with her larger goals.

We've built a flexible content system that Eva can use to maintain a strong presence without having to start from scratch every week. Her content can include short thought leadership insights, behind-the-scenes moments, client takeaways, speaking event promotions, and

reshares of any media coverage or blog posts. It's about showing not just what she does, but how she thinks.

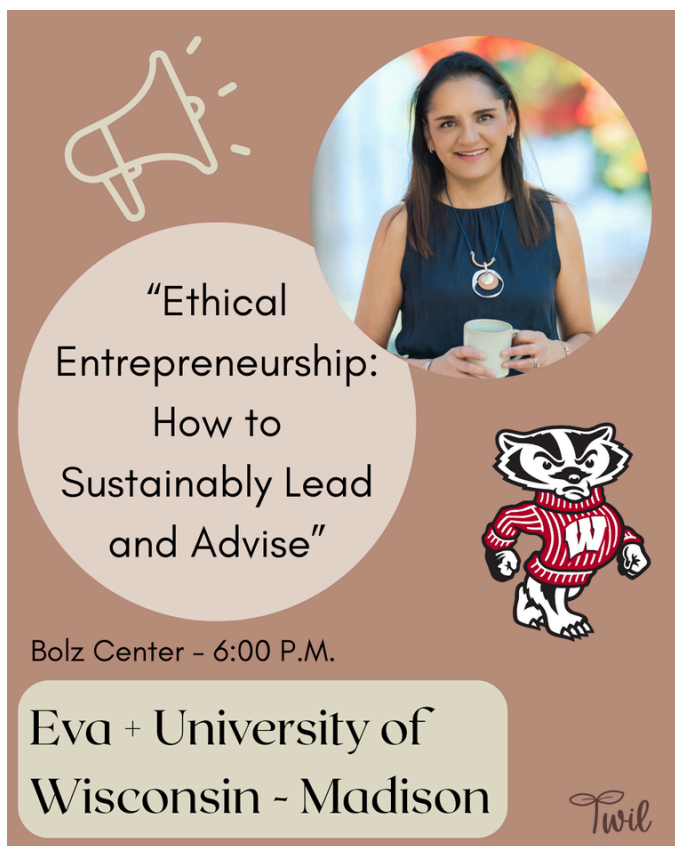
Below are a few examples of how all of this comes together. The first post shares a personal story tied to sustainable values, a great example of thought leadership. The second is a promotional post for a virtual workshop using LinkedIn Events. Both follow best practices, featuring clear visuals, a branded style, engaging copy, and a clear call to action.



As part of her broader PR plan, LinkedIn supports every other element, from media outreach and workshops to client acquisition. With consistent, thoughtful content, Eva will become known not just as a consultant but as a voice people turn to for insight and inspiration in sustainable business.

Social Media Strategy:

Along with LinkedIn, Instagram is a great tool to promote Eva's new brand. She already has a following that she engages with regularly, which provides a solid foundation for her new strategy. In order to build brand credibility through Instagram, we want to create a more unified feed look that will align with the branding we've provided. For feed posts this looks like including testimonials from clients in an aesthetically pleasing manner, as well as making sure to post for events coming up.

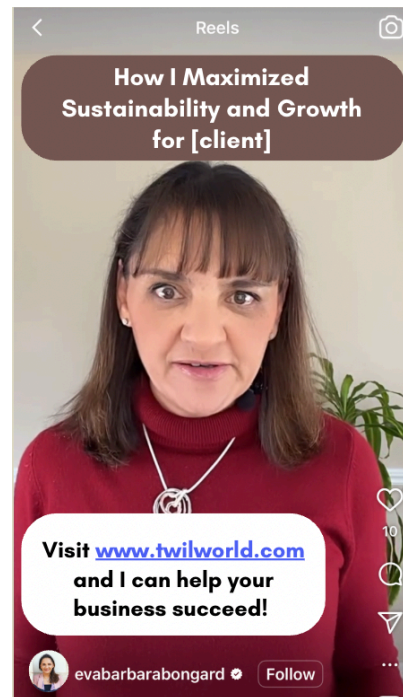


Graphically interesting posts like these can easily be created using Canva Pro software and starting a template with the Instagram feed post size (1080 x 1350 pixels). Using the text styles and colors from the branding kit, quick posts can be mocked up that will give the feed a recognizable, unified look.

Another part of making the profile more unified is updating Eva's bio and website. An example like the mock up below shows how important the Instagram banner is at stopping someone's scroll, and providing meaningful information about the content of the page. We recommend that Eva update her profile picture, include an updated website URL, and show her brand identity through some emojis.



Along with static feed posts, we recommend that Eva should utilize Reels to share short videos containing advice, stories, and testimonials. Eva is already great at consistently posting Reels that are engaging and contain valuable insights, but captioning them using the branding kit and including more of a call to action in each video will hopefully garner more engagement and business inquiries.



We recommend that when posting both Reels and feed posts Eva follows some Instagram Businesses best practices like:

Feed Post Best Practices-

- Post consistently (2-3 times a week)
- Captions should include a clear call to action (ex. *Click the link in my bio to set up a consultation! Go to [www.website.com](\"http://www.website.com\") to register for the event!*)
- Use engaging visuals that match the brand vibe

Reel Post Best Practices-

- Hook in the first three seconds (use onscreen text or an action to top scrolling)
- Keep it short (15-20 seconds)
- End with a clear call to action (see above)
- Add captions/text overlays for users watching without sound

Public Speaking

One-Pager:

To maximize Eva's speaking opportunities, we modeled a one-pager similar to a LinkedIn post we saw from Helena Wasserman, the co-founder of Investors for Climate. In her line of work, Wasserman is constantly seeking speaking opportunities to build her brand. Because of this, she is also proactive about reaching out to find new speaking opportunities and uses a one-pager model to achieve these. We created a similar one for Eva to utilize for her speaking interests. It acts somewhat like a menu that an event organizer could choose from. It outlines the two speeches that Eva offers at the top of the page with a full description of each. Also, a biography of Eva and quick contact information are provided. The branding on the one-pager is concurrent with Eva's branding kit.



EVA BARBARA BONGARD

FOUNDER OF TWIL

SPEAKING PROPOSALS

1. Bridging Global Vision with Local Wisdom

"Where empathy meets execution in international business."

- **Purpose:** To equip global leaders, entrepreneurs, and consultants with the communication strategies and cultural intelligence needed to align global strategy with local realities.
- **Key Topics:**
 - Cultural misalignments and how to avoid them
 - Communication patterns across countries (direct vs. indirect, time, tone)
 - Real case stories from countries you've worked in (U.S., Mexico, China, etc.)
 - A framework for building trust and clarity across borders
- **Ideal Audiences**
 - International teams
 - Business leaders expanding globally
 - Consultants/advisors working with diverse clients
- **Signature Angle**
 - To infuse empathy, active listening, and emotional health as strategic tools, not just soft skills.

2. The Future-Ready Leader: Core Competencies for Cross-Cultural Success

"Leading tomorrow's world with empathy, ethics, and global agility."

- **Purpose:** To help leaders develop the emotional, cultural, and strategic skills needed to succeed in complex, cross-border environments.
- **Key Topics:**
 - Top leadership competencies needed for international growth
 - Emotional resilience and adaptability as business assets
 - How a China or U.S. leadership experience shifts global career trajectories
 - Blending structured growth with a people-first strategy
- **Ideal Audiences**
 - Mid-to-senior level professionals
 - Executives preparing for global roles
 - Organizations investing in cross-cultural leadership
- **Signature Angle**
 - To highlight the integration of ethics, empathy, and business growth as one unified leadership approach – from heart to legacy.

BIOGRAPHY

Barbara is a Growth Strategist who helps founders and CEOs expand their businesses internationally—through values-aligned strategy and partnerships, cultural awareness, and clear, intentional action.

With over 27 years of experience guiding organizations through market expansion, supplier engagement, and leadership positioning, she brings the clarity and support leaders need to grow with purpose.

Barbara works closely with leaders who are ready to scale—not just in numbers, but in depth, direction, and long-term integrity.

If you're a CEO or founder looking to grow internationally—while staying aligned with what matters most—Barbara is your partner for the next phase of growth.

CONTACT

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Instagram: [@evabarbarabongard](https://www.instagram.com/evabarbarabongard)



Speaker's Bureau

The speakers bureau set serves as the ideal partner to the one-pager. This hand-picked list includes achievable opportunities for Eva to speak at. They all focus on either sustainability, cross-cultural knowledge, or leadership coaching. All the events are either in the Midwest or online, and the events on the list are still accepting speaking proposals.

During our research into building an effective speakers bureau, we discovered that this work can be a full-time job that is often contracted by an individual searching for more speaking opportunities. This model we created is an entry-level example of what a speakers bureau assistant could achieve for a unique professional like Eva to pinpoint event opportunities. Ideally, these starter events will also open doors to future opportunities and expand the list. An AI research tool like Perplexity could be a useful make-shift speakers

bureau assistant to research and highlight similar events to those provided below.

Event	Location	Date	Focus
Women in International Business (WIB) Virtual Forums	Online	Quarterly Events	Challenges and opportunities in global business
Reboot Your Network for a Better World (Net Impact Chicago)	Chicago, IL	June 11th, 2025	Network with professional focused on global improment
UNLEASH Online Events	Online	Year-Round	Leadership and innovation
Wisconsin Sustainable Business Council Annual Conference	La Crosse, WI	November 5th, 2025	Sustainable business practice and global impact
10th MIDWEST CORPORATE VENTURING RECEPTION AND PROGRAM	Chicago, IL	October 1-2, 2025,	Issues faced by venturing coproations in the Midwest
CultureCon	Madison, WI	August 5 - 7, 2025	Organizational culture and diversity, leadership
Midwest Leadership Summit	Kansas City, MO	April, 2026	Leadership, organizational culture, innovation, and inclusion
GreenBiz Webcast Series	Online	Bi-Monthly	Business sustainability and ESG

Media Outreach

Eva’s unique expertise and experiences prompt her to receive media attention. Through our strategy, we seek to enable Eva with the tools to capitalize on this attention and achieve higher brand visibility through the media. Many of the publications provided are those that our target audience of SME founders and CEOs would be tuned in to. This makes them ideal choices for Eva’s outreach strategy.

Media List:

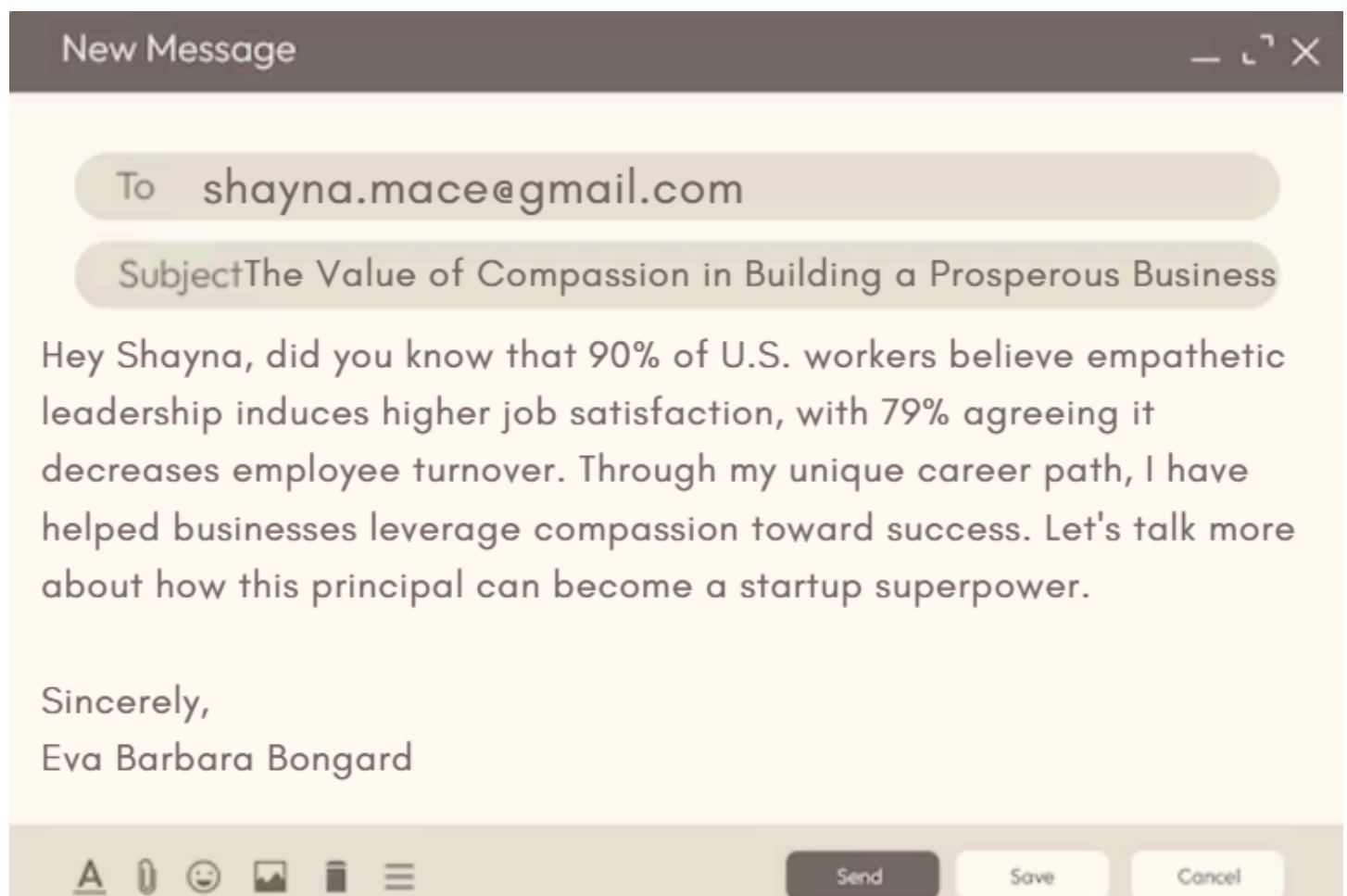
Below is a targeted group of journalists, editors, and publications for Eva to reach out to. This is intended to be a practical tool for Eva to refer to and build upon. We’ve included contact names, what each outlet covers, and why they’d be a good fit for Eva to connect with. All the focuses are aligned with Eva’s work and experience. Ideally, Eva should begin pitching to these names immediately. The sooner that Eva receives positive media attention, the better for her brand reputation in the long run. This will also open doors for more media attention after the first steps are made.

Outlet	Contact Name	Role	Email	Focus
Forbes	Amy Nguyen	Contributor - Sustainability	MuckRack	Sustainability, business ethics
Harvard Business Review	Amy Bernstein	Editor-in-Chief	Submit here	Thought leadership, strategy
GreenBiz	Heather Clancy	Editor-at-Large	LinkedIn	Sustainable business
Inc. Magazine	Mike Hofman	Editor-in-Chief	mhofman@fastcompany.com	Entrepreneurship, leadership
Milwaukee Business Journal	Sari Lesk	Managing Editor	sleskebizjournals.com	Local business coverage
Wisconsin Public Radio (WPR)	Audience Services	Producer / Listener Contact	listener@wpr.org	News interviews, features
Madison365	Robert Chappell	Executive Editor	news@madison365.org	Community, business features
BRAVA Magazine (Madison)	Shayna Mace	Editorial Director	Contact Form	Women in business, lifestyle
The Cap Times – Ideas Lab	Editorial Team	Guest Opinion Editors	Submit here	Op-eds, expert commentary

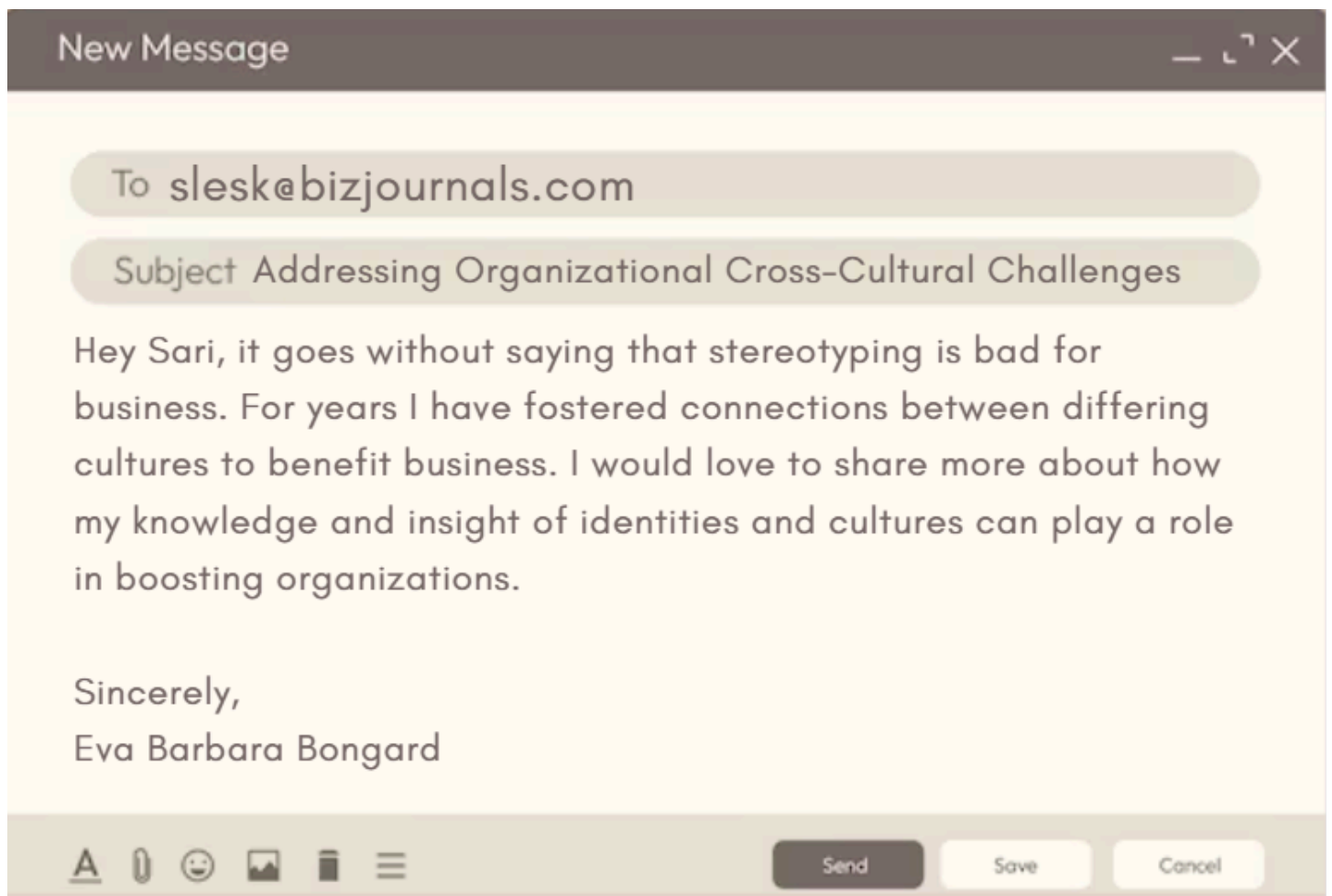
Sample Pitches:

To accompany the media list, we provided pitch samples in email format to inspire Eva’s media outreach persona. These are designed to be concise, which will maximize the chances that a busy journalist will read the entire message and quickly discern the key points. They also seek to find common ground between the work of Eva and the topics of interest for the journalists. Finally, a call to action to connect is included at the end as a crucial element to continue the conversation. Thi

The first pitch is for Shayna Mace at BRAVA Magazine. Since BRAVA focuses on women in business and wellness, this pitch ties into your experience with compassionate leadership and how that drives workplace success.



The second one is for Sari Lesk at the Milwaukee Business Journal. This one leans more into your expertise in cross-cultural strategy, showing how your insights can help businesses improve their internal culture and global communication.



Parts or the entirety of both of these pitches may be used for other journalists on the media list and beyond. They encapsulate key themes of Eva's work and persona that are attractive for a wide array of journalists. Even without a direct media highlight, this networking practice with journalists will prove to be beneficial for the long term in the type of brand repositioning we are seeking to achieve.

Budget

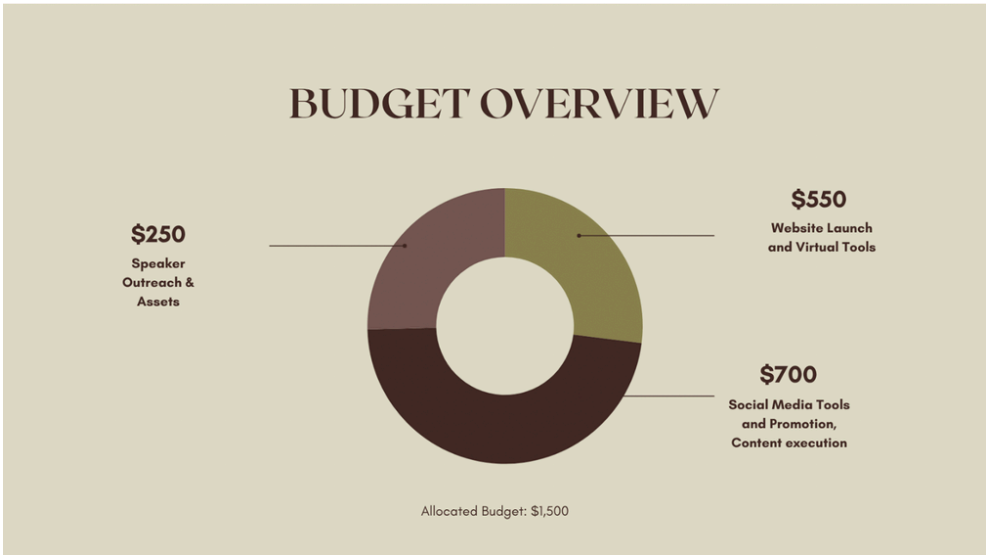
This budget we have outlined here can be altered and changed based on Eva’s needs. Our mock budget, totaling \$1,500, is strategically allocated to support our objectives.

The most significant portion of the budget, \$700, is dedicated to social media promotion and content execution. The majority of this money will be allocated to boosting posts on LinkedIn and Instagram. Both platforms use a variable pricing model, which can become pricy quickly when boosting multiple posts. We recommend boosting posts that specifically include event announcements and a call to action to the website. Boosting these posts monetarily will help direct inquiries to the website. We also recommend that Eva purchase a Canva Pro subscription to support the creation of high-quality, on-brand visuals for both LinkedIn and Instagram. This investment ensures a polished and consistent social presence that reinforces expertise and trust.

Next, we recommend allocating \$550 to launch a simple, professional website and secure essential virtual tools. This budget includes funds for a URL name/domain and the website software needed to launch the site. The website will serve as a central hub to showcase Eva’s services, media features, and testimonials, while also offering an easy point of contact for press or client inquiries. Funds in this category should also cover the cost of tools such as Zoom Pro or Calendly to support virtual meetings and events.

Finally, we recommend setting \$250 aside for speaker outreach and asset development. This includes creating a speaker one-pager and distributing it, pitching emails, and creating branded graphics to accompany digital speaking engagements. Funds will support outreach efforts to secure spots on podcasts, webinars, and virtual panels, key platforms for building authority and expanding professional networks.

Overall, this budget is designed to deliver high-impact visibility and positioning, enabling Eva to grow her brand, reach new clients, and establish herself as a recognized voice in the B2B advisory space.



Evaluation

Evaluation is one of the most crucial aspects of assessing a campaign's execution.

To measure how well the campaign is reaching our outlined objectives, we have outlined our recommendations here.

Objective 1: Pitch to 30 speaking opportunities or media professionals over the next 6 months.

Measurement: We recommend that Eva construct a spreadsheet to track the number of pitches sent out and to whom they were sent. Using a spreadsheet (whether manually operated on platforms like Excel or Google Sheets or automated by AI software like Numerous.ai) will help Eva track the number of pitches she has sent and the responses she receives. This measurement recommendation can be customized to the method of tracking that is easiest for Eva; the main goal is to ensure that the number of pitches can be accurately tracked to complete this campaign objective.

Objective 2: Gain 100 new business inquiries over the next 6 months.

Measurement: Through the implementation of a new website with an inquiry page, we hope that tracking new business inquiries will be mostly automated through the website software, and will be easy to track. To reach this objective, Eva should gain 100 new and unique inquiries over the course of the campaign through the “Contact Me” or “Inquiries” page on her website. If convenient for Eva, this information could also be put into a spreadsheet with contact information for each inquiry and the message they leave.

Objective 3: Increase LinkedIn and Instagram engagement by 30% over the next 6 months.

Measurement: To measure progress towards this objective, we recommend that Eva utilize the built-in social media metrics on LinkedIn and Instagram. On both platforms, Eva can easily access the metrics, including engagement numbers, shares, and likes, to evaluate engagement growth. If needed, an external social media audit can also be purchased as part of the social media budget. Using external platforms like Meltwater or Sprout Social could also measure the achievement of this objective.

Timeline

The timeline we have outlined for this campaign is 6 months. Below we have outlined our recommendations for a rollout plan, but if looking for more guidance, Eva can also refer to the short-term and long-term recommendations in the memorandum.

Now (or as soon as possible): We recommend that Eva begin implementing the new branding toolkit as soon as possible across all channels to unite the brand and launch the rebrand.

Months 1 and 2: During the first two months of the campaign, we recommend launching the website. This is crucial, as it is where inquiries will come in. During the first two months, we also recommend establishing a consistent posting schedule and aligning both Instagram and LinkedIn profiles with the brand kit.

Months 3 and 4: The third and fourth months of the campaign are dedicated to pitching. In these months, we recommend that Eve begin pitching to clients, seeking speaking opportunities, and engaging with media.

Months 5 and 6: The last two months of the campaign should consist of maintaining a consistent promotional events calendar and posting schedule.

Our timeline for this campaign is 6 months, but overall our campaign will give Eva and Twil a strong platform and tools that she can use from here on out. We recommend starting the first step of the campaign now, or as soon as possible. After implementing the brand toolkit during the first month then every aspect of Eva and Twil's brand will be uniform and sleek. During month number one is when the official Twil World/Eva website will be launched and made public. Month two will mark the start of posting consistently on all social media platforms. Month three is when we recommend pitching to clients and during month four start pitching for speaking events as well. Month five is for maintaining a consistent promotional events and activities schedule. And finally by the six month marker Eva will see a steady growth in clients and engagement. This timeline is set up in a way that ensures a smooth campaign and also creating a solid platform and foundation for the rebranding of Eva's company. All of these steps, once put into practice, will be permanently maintained pieces of Twil's day to day. They are more than just steps on the timeline of the campaign, they are important parts of long term practice that should remain consistent.

Final Presentation

Crossing cultures. Building brands. Sustaining futures



THE **E2B** CAMPAIGN

Meet The Team



JACK SKIDMORE



ANNA DUNLAP



LAUREN
LANNING



SADIE
O'FLAHERTY



LUCY UGAR



CAROLINE
WILSON

Agenda

- Brief
- Situation Analysis
- Target Audiences
- Goals & Objectives
- PR Strategy
- Tactics
- Key Messages
- Measurement & evaluation
- Timeline
- Budget
- Summary
- Questions

Client Brief

Client Name: Eva Barbara Bongard

01

Eva Barbara Bongard is associated with the leather industry (TWIL)

02

Wants to break free from that and start doing business-to-consumer consulting

03

She specializes in international negotiations, market-entry strategy, sustainability integration, ethical sourcing

04

Her mission is to help companies grow while staying true to their core values.

Situation Analysis

SUSTAINABILITY CONSULTING IS PROJECTED TO GROW FROM **\$16.99B TO \$54.76B BY 2030**

CROSS-CULTURAL CONSULTING TO GROW **\$1.93B BY 2029**, LED BY NORTH AMERICA

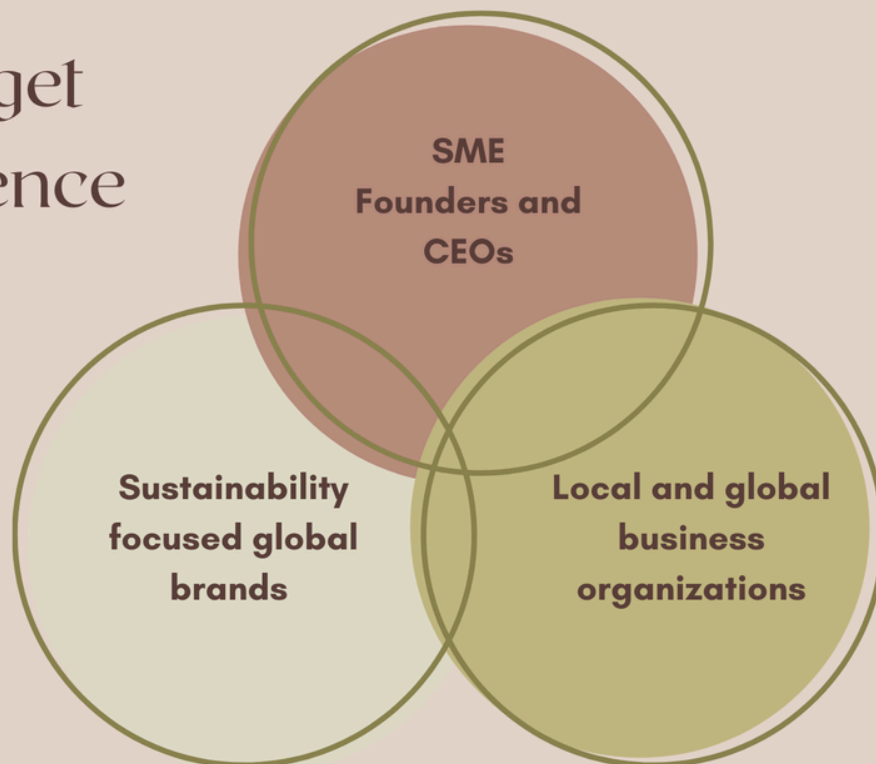
DEMAND RISING FOR CONSULTANTS WITH **EMOTIONAL INTELLIGENCE AND GLOBAL FLUENCY**

82% OF B2B BUYERS LOOK UP A CONSULTANT'S LINKEDIN PROFILE BEFORE MAKING A BUSINESS DECISION

PUBLIC SPEAKING BUILDS CREDIBILITY AND CONNECTS WITH DECISION-MAKERS

70% OF CLIENTS SAY THEY PREFER BOUTIQUE CONSULTING FIRMS

Target Audience



GOAL

We want to reposition Eva as a sustainable business advisor, catering to SMEs that need help navigating cross-cultural communication, establishing ethical leadership, and integrating sustainability within business operations, supply chains, and the workplace.

STRATEGY

01

Promotion

Give her the tools to engage in public speaking opportunities, receive media attention and gain client growth.

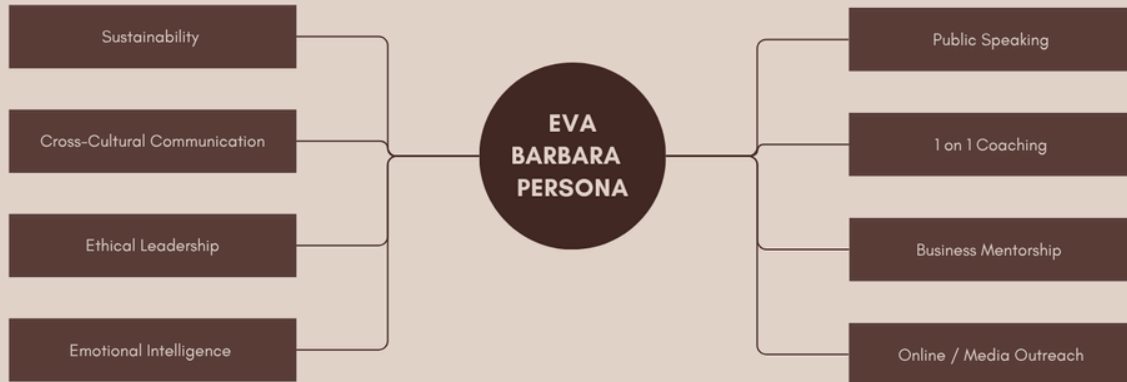
02

Brand Strategy

Leverage her emotional intelligence and cross-cultural communication skills
Leverage her background in sustainable business & ethical leadership

Branding Persona

This is the branding identity that the campaign will project.



Tagline: Crossing cultures. Building brands. Sustaining futures.

OBJECTIVES

- Pitch to 30 speaking opportunities or media professionals over the next 6 months
 - Gain 100 new business inquiries over the next 6 months
 - Increase LinkedIn and Instagram engagement by 30%
 - Overall goal, increase positive public perception of TWIL
-

TACTICS

01

Promotion



Public Speaking



Social Media
branding/strategy



Media Outreach
Tools

02

Brand Strategy



Comprehensive
Website



Case
studies/testimonials



Complete
Branding Package

Key Messages

**Cross-Cultural Expertise for
Sustainable Growth**

**Emotional Intelligence in
Global Business**

**Ethical Leadership and
Sustainability**

BRANDING

Brand Kit

Coloring



#b48e78



#a59c67



#e4d4ca



#dedbc6



#5a3f3a

Logo

Twil

Fonts:

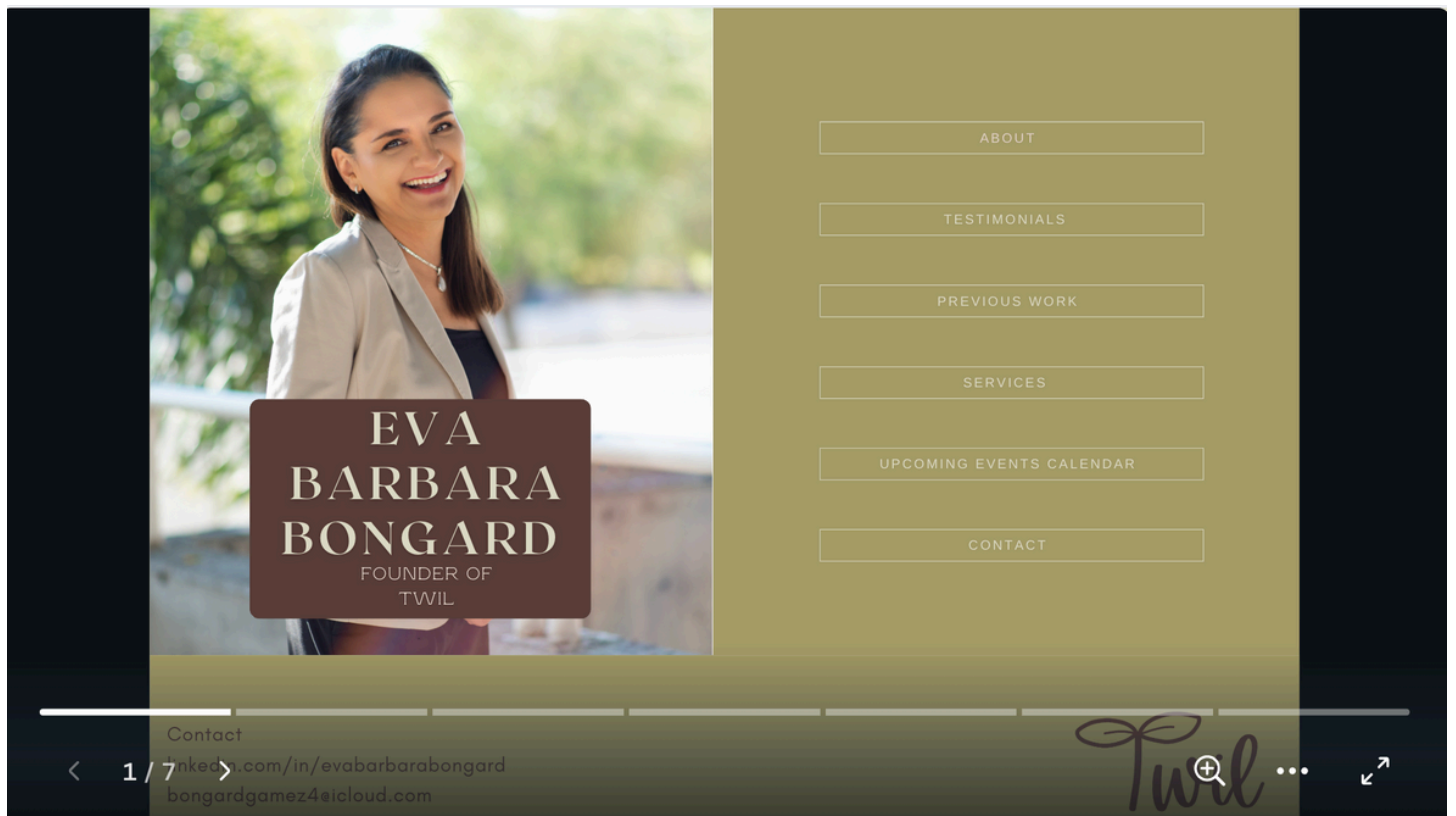
Headings: RoxbouroughCF

Body Text: Glacial Indifference

WEBSITE MOCKUP

<https://twil.my.canva.site/>

Click Link To View



SOCIAL MEDIA MARKETING

Hear From a Client!



Sandra Dempsey
Owner of Source TEN

"I would call her a visionary, someone who can see what most people won't be able to see"

Twil

mock up for
testimonial



"Ethical
Entrepreneurship:
How to
Sustainably Lead
and Advise"



Bolz Center - 6:00 P.M.

Eva + University of
Wisconsin - Madison

Twil

mock up for
event



GOAL:

- create a more unified feed that both builds credibility and updates followers on events



use social media budget to boost posts



GOAL:

- utilize reels to connect with audience
- share advice/testimonials to build credibility and direct traffic to website inquiries

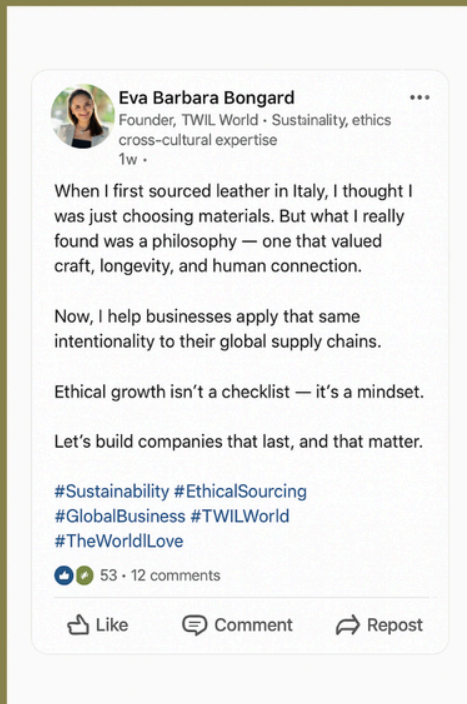
★ use social media budget to boost reels

LinkedIn



Best LinkedIn Practices

- Posts at least once a week
- Starting with a hook
- Adding 1-3 branded or niche hashtags (#TWILWorld or #TheWorldILove)
- Including a clear call to action, inviting people to comment, sign up, or share



PUBLIC SPEAKING

One Pager



EVA BARBARA BONGARD
FOUNDER OF TWIL

SPEAKING PROPOSALS

1. Bridging Global Vision with Local Wisdom

"Where empathy meets execution in international business."

- **Purpose:** To equip global leaders, entrepreneurs, and consultants with the communication strategies and cultural intelligence needed to align global strategy with local realities.
- **Key Topics:**
 - Cultural misalignments and how to avoid them
 - Communication patterns across countries (direct vs. indirect, time, tone)
 - Real case stories from countries you've worked in (U.S., Mexico, China, etc.)
 - A framework for building trust and clarity across borders
- **Ideal Audiences**
 - International teams
 - Business leaders expanding globally
 - Consultants/advisors working with diverse clients
- **Signature Angle**
 - To infuse empathy, active listening, and emotional health as strategic tools, not just soft skills.

2. The Future-Ready Leader: Core Competencies for Cross-Cultural Success

"Leading tomorrow's world with empathy, ethics, and global agility."

- **Purpose:** To help leaders develop the emotional, cultural, and strategic skills needed to succeed in complex, cross-border environments.
- **Key Topics:**
 - Top leadership competencies needed for international growth
 - Emotional resilience and adaptability as business assets
 - How a China or U.S. leadership experience shifts global career trajectories
 - Blending structured growth with a people-first strategy
- **Ideal Audiences**
 - Mid-to-senior level professionals
 - Executives preparing for global roles
 - Organizations investing in cross-cultural leadership
- **Signature Angle**
 - To highlight the integration of ethics, empathy, and business growth as one unified leadership approach – from heart to legacy.

BIOGRAPHY

Barbara is a Growth Strategist who helps founders and CEOs expand their businesses internationally—through values-aligned strategy and partnerships, cultural awareness, and clear, intentional action. With over 27 years of experience guiding organizations through market expansion, supplier engagement, and leadership positioning, she brings the clarity and support leaders need to grow with purpose. Barbara works closely with leaders who are ready to scale—not just in numbers, but in depth, direction, and long-term integrity. If you're a CEO or founder looking to grow internationally—while staying aligned with what matters most—Barbara is your partner for the next phase of growth.

CONTACT

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Email: evabarbara@twilworld.com
LinkedIn: [linkedin.com/in/evabarbarabongard](https://www.linkedin.com/in/evabarbarabongard)
Instagram: [@evabarbarabongard](https://www.instagram.com/evabarbarabongard)



Speaker's Bureau

Event	Location	Date	Focus
Women in International Business (WIB) Virtual Forums	Online	Quarterly Events	Challenges and opportunities in global business
Reboot Your Network for a Better World (Net Impact Chicago)	Chicago, IL	June 11th, 2025	Network with professional focused on global improvement
UNLEASH Online Events	Online	Year-Round	Leadership and innovation
Wisconsin Sustainable Business Council Annual Conference	La Crosse, WI	November 5th, 2025	Sustainable business practice and global impact
10th MIDWEST CORPORATE VENTURING RECEPTION AND PROGRAM	Chicago, IL	October 1-2, 2025	Issues faced by venturing coproations in the Midwest
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GreenBiz Webcast Series	Online	Bi-Monthly	Business sustainability and ESG

MEDIA OUTREACH

Media List

Outlet	Contact Name	Role	Email	Focus
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Harvard Business Review	Amy Bernstein	Editor-in-Chief	Submit here	Thought leadership, strategy
GreenBiz	Heather Clancy	Editor-at-Large	LinkedIn	Sustainable business
Inc. Magazine	Mike Hofman	Editor-in-Chief	mhofman@fastcompany.com	Entrepreneurship, leadership
Milwaukee Business Journal	Sari Lesk	Managing Editor	sleskebizjournals.com	Local business coverage
Wisconsin Public Radio (WPR)	Audience Services	Producer / Listener Contact	listener@wpr.org	News interviews, features
Madison365	Robert Chappell	Executive Editor	news@madison365.org	Community, business features
BRAVA Magazine (Madison)	Shayna Mace	Editorial Director	Contact Form	Women in business, lifestyle
The Cap Times - Ideas Lab	Editorial Team	Guest Opinion Editors	Submit here	Op-eds, expert commentary

Sample Pitching



Shayna Mace
BRAVA Magazine



Sari Lesk
Milwaukie Business Journal

New Message — 🗑️ ✕

To shayna.mace@gmail.com

Subject The Value of Compassion in Building a Prosperous Business

Hey Shayna, did you know that 90% of U.S. workers believe empathetic leadership induces higher job satisfaction, with 79% agreeing it decreases employee turnover. Through my unique career path, I have helped businesses leverage compassion toward success. Let's talk more about how this principal can become a startup superpower.

Sincerely,
Eva Barbara Bongard

🔍 📎 😊 🖼️ 🗑️ ☰

Send Save Cancel

New Message — 🗑️ ✕

To slesk@bizjournals.com

Subject Addressing Organizational Cross-Cultural Challenges

Hey Sari, it goes without saying that stereotyping is bad for business. For years I have fostered connections between differing cultures to benefit business. I would love to share more about how my knowledge and insight of identities and cultures can play a role in boosting organizations.

Sincerely,
Eva Barbara Bongard

🔍 📎 😊 🖼️ 🗑️ ☰

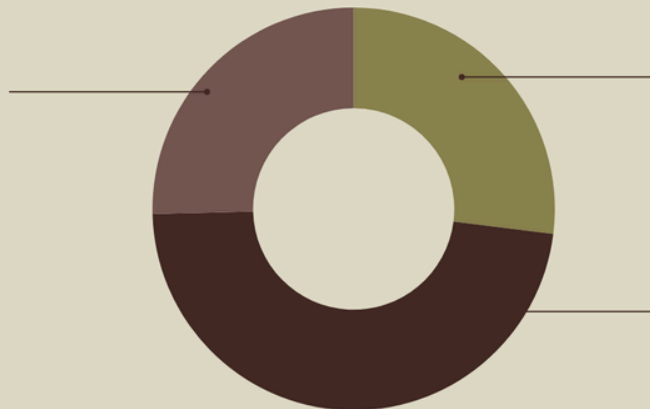
Send Save Cancel

Timeline: 6 months



BUDGET OVERVIEW

\$250
Speaker
Outreach &
Assets



\$550
Website Launch
and Virtual Tools

\$700
Social Media Tools
and Promotion,
Content execution

Allocated Budget: \$1,500

Measurement and Evaluation

Social Media/Website Engagement

- Social Media Audit
- Meta
- Views, Comments, Shares

Tracking Opportunities and Inquiries

- Spreadsheet
 - Speaking opportunities
 - Business Inquiries

Objective
Connections

Tracking engagement will identify the 30% social media increase over 6 months

On the spreadsheet we will be able to pitch 30 speaking opportunities and track 100 business inquiries all over 6 months

SUMMARY

Our Goal

Repositioning Eva and TWIL World as a top sustainable business advisor.

How

Giving her the toolkit to have a successful brand strategy and promotion of herself and her company. She will have a strong platform and presence in her field through the use of her website, brand kit, etc.

Why

Starting small will help grow Eva's reputation in the U.S. which will then lead to growth and expansion internationally.

THANK YOU



THE **E2B** CAMPAIGN