



OUTSIDEtheCUBE  
management consulting

## WE REACH THE PEOPLE THAT NEED TO KNOW ABOUT YOU.

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Whether you are in the business of developing a luxury resort, bidding on an international sporting event, delivering government programs or you just have an idea that you want to tell the world about, **Outside the Cube** have a plan.

**Outside the Cube** will help define, communicate and execute your project using the most effective means to realize your goals.

Don't worry if you only have abstract concepts floating around in your head. After researching the best approach, **Outside the Cube** will build a practical, useable plan with actions, timelines and measurable results. What types of plans are we talking about?

- Communications and media strategy
- Marketing and advertising
- Event bids, organizing and sponsorship
- Business development and innovation
- New media
- Project management

## CORPORATE RESUME

### CLIENTS AND PROJECTS

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2010 World Junior Athletic Championships

2013 Canada Games

Aboriginal Sport Circle

AJE Productions

Atlantic Federal Government

CANARIE Inc. - project and event management

Council of Yukon First Nations - strategic program review, marketing  
Governments of Yukon, NWT and Nunavut - tourism/culture/business events, media relations, marketing

Haywood 2010 Cross Country Nationals

Innovation Canada Yukon - new media tutorials



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Jamaica Dogsled Team - social media and media relations  
Klondike Institute of Arts & Culture, School of Visual Arts  
Moncton, Antigonish Regional Development Agency  
New Brunswick Capital Commission  
Nova Scotia Government  
Old Crow Recreation Center  
Sport Yukon - marketing  
Tourism Industry Association of the Yukon - communications  
World Junior Men's Softball Championships - online media planning, media relations, marketing, sponsorship planning and relations  
Yukon Cold Climate Innovation Centre - project management, marketing, media relations, strategic planning  
Yukon College - marketing consulting, strategic planning  
Yukon Convention Bureau - in-market sales  
Yukon Department of Community Services - strategic planning (IT planning)  
Yukon Department of Economic Development - events coordination, project management, project reviews  
Yukon Department of Health and Social Services  
Yukon Department of Highways and Public Works - strategic planning (IT planning)  
Yukon Department of Justice - business analysis for a new department wide computer system  
Yukon Entrepreneurship Centre - research, project management  
Yukon Department of Tourism & Culture - Vacation Planner ad sales  
Yukon Information Technology Industry Society - strategic planning, project management  
Yukon Mining Training Association  
Yukon Quest International - media relations, social media, sponsorship

## REFERENCES

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*"Hosting a World Championship can be a daunting task but Outside the Cube brings experience, straight talk, business sense and humor to the project. They have helped us from overseeing marketing elements to the development of sponsorship packages, the web site and accommodations for the athletes. They are a true partner and jump in where ever and when ever needed."*

**George Arcand**

**Chair, 8th ISF Junior Men's World Fast Pitch Championship**



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*"Outside the Cube handled our press conference and media relations like pros. We received extensive coverage on broadcast and in print primarily due to their comprehensive media contacts and follow up. We look forward to continuing our relationship with them!"*

**Danny Melville**

**Chairman, Chukka Caribbean Adventures and founder/manager of the Jamaica Dogsled Team**

*"Dee is an innovator with a strong business brain. She has a knack for asking the right questions and for having the answers to inspire positive change."*

**Kirsten Sharr**

**Creative Strategist, k2 discovery Inc**