



“Effective communications are the by-product of successful partnerships.”

David Davies, President, Harbourwerks Communications

The Harbourwerks Partnership Solution

An intimate knowledge of all our clients business comes from a total committed partnership between companies. Understanding company philosophies, directions and goals translates into messaging opportunities that most effectively meet client objectives.

As our client’s communication representatives, we seek out and establish close working relationships with all relevant mainstream and trade media that have audiences we want to reach. The success of Harbourwerks communications activities comes from having media that expect and receive timely, topical and accurate information they can trust.

The Harbourwerks Proactive Strategy

Opportunities for media coverage are most effective when the client’s story marries with current news and business developments. Harbourwerks acts as a media watchdog for all of our clients, staying current with media opportunities that allow us to put our clients’ products and service into the news on a timely basis.

The Harbourwerks Marketplace

All businesses have defined end purchasers they wish to reach and Harbourwerks builds communications strategies to focus on that goal. But the end purchaser in most cases is only one target of an effective communications plan. Harbourwerks identifies and works with our clients to target the broader market of stakeholders and influencers in many private and public sectors. This marketplace demands specific strategies that often are not media based but take the form of direct initiatives, profile events or simply education.

The Harbourwerks Targets

Who makes up the broader marketplace is an integral part of developing the most effective communication strategies for our clients. Harbourwerks actively works with all levels of government nurturing awareness of our clients, creating relationships and providing mutually beneficial media opportunities. Regulatory agencies that influence the

sale and use of products are a key target for many clients to identify their needs and present information that meets their standards. Venture capital, military organizations, boards and industry associations all benefit through receiving the appropriate planned communication, information and attention built into our client plans.

The Harbourwerks Team

Led by President, David Davies a forward thinking technology communications specialist, Harbourwerks employs a network of top-level communications specialists. Each of our clients is assessed and the appropriate specialist team built to fit the defined marketplace and key targets identified. Mr. Davies leads the teams and serves as the primary contact and relationship builder with client, media and key communications targets.

The Harbourwerks Tools

All of our communications programs begin with a solid foundation of research and strategic planning. This process forms the basis for the development of a measurable communications plan designed to reach the specific target of each client and achieve their business goals. Integrated into these plans are detailed media and public relations tactics that in many cases reach throughout North America and Internationally. In addition to placing news in targeted media vehicles, the Harbourwerks team also specializes in addressing the corporate communication needs of our clients through speechwriting services, presentation development, community relations and donations all integrated to meet the broader objectives of our clients.

The Harbourwerks Portfolio

As communications specialists Harbourwerks recognizes our best endorsements comes from the clients who have benefited from working together with Harbourwerks to meet their goals. These partners include; **Carmanah Technologies (TSX: CMH), JER Envirotech (TSX-V: JER), Mantle Resources (TSX-V: MTS), Pender Growth Fund (VCC), GenoLogics Life Sciences Software, Vancouver Island Technology Park, Benefic Law Group and GiveMeaning Foundation.**

A Harbourwerks Partnership for Your Company

Contact us and let's discuss how a Harbourwerks Partnership can maximize your communications opportunities and leverage your marketing dollars.

David Davies, President Harbourwerks Communications

p: 250.382.4332, e: ddavies@harbourwerks.com

532 Herald Street, Suite 41, Victoria, BC, Canada, V8W 1S6