



**Business Solutions**  
www.icocorp.com



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## Profile and Qualifications

We are a marketing, communications, and event management corporation that delivers action and change with executive level support.

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## Professional Overview

Rhonda Weber, President and Founder of ICO Corp. is an experienced communications professional with over 30 years of corporate communications experience. Under her direction, ICO has managed programs from Executive to Consumer level, tailoring the message for both internal and external audiences and utilizing traditional and inventive communication forums. Our current and former clients have included General Motors, GMAC, Fiserv, ANX, Infosys, EDS/HP, municipalities, a variety of local companies and educational K-12 efforts.

While supporting corporate, small business, local government and school programs the ICO team has developed a well-rounded portfolio. Our diverse experience ensures that your marketing strategy will utilize the best marketing approach to provide the best solutions. Based upon the message, audience and the call to action, ICO can assist you in the development of your marketing approach, collateral material and the operations of the program.

Weber believes that measurement is critical. This information allows you to gain insights into the performance and effectiveness of the program and see how your audience is reacting to the message. The data allows us to see the differences between the various communication channels and interaction effect among those channels. This type of measurement allows us to guide the marketing direction, decisions and return on investment.

## Professional Capabilities

### Business Development

ICO develops business solutions based upon our decades of experience and focused on our customers' requirements. Since its inception, ICO has built a solid reputation for delivering comprehensive solutions to customers while being a local advocate for change. Through specialized research, and custom program design, ICO analyzes and enhances data to determine market-specific needs, works to develop program recognition, and crafts win-win solutions for our customers. We look forward to partnering with new clients.

### Communication Planning and Execution

We work with client personnel to develop communication strategies for employees, vendors, customers, and potential clients. We utilize all aspects of media, from traditional media to new and developing channels. Together with the client, we decide on the most effective medium, keyed to the customer's target audience and the desired result. Then we provide the information design and deliver communications to selected recipients, tracking and measuring results. ICO understands that measurement is the key to success and that data management plays an important role in the communications arena. During challenging business times, it's even more vital for clients to gain optimal value from their communication elements. Most importantly, our clients trust ICO to provide their audience with the personal touch they want them to have.

## **Creation and Delivery of Marketing Strategy and Materials**

Our marketing professionals have cumulative decades of marketing experience. We help our clients strategize their business opportunities and develop plans to pursue them. We work with our clients to design direct marketing programs, build informative, effective collateral materials, including brochures, displays, presentation material, web content and portal development. ICO assists clients in creating the image they want potential customers to see, helping them improve opportunities to grow their business.

## **Program Conception to Implementation**

ICO works with clients to successfully plan and manage projects against predetermined budgets and timelines. We collaborate with client personnel to implement the resulting project plan effectively and efficiently. ICO handles all details of a project, including developing and managing positive message to the timeline and budget, providing assistance with the preparation and/or design of materials, provision of staff augmentation and computerized progress tracking. We handle the ad-hoc projects for our clients so that their personnel can focus on their core responsibilities.

## **Engaging and Supporting Event Participants**

We have decades of experience in planning, designing, and implementing events that range from 20 – 5,000 people. ICO will manage virtual as well as live events, including local school awareness programs, webcasts, webinars, employee town hall productions, executive roundtable events and tutorials, both international and domestic. Our experience includes finding and engaging high level executive speakers; writing scripts, creating content, recruiting participants; designing informational materials; managing logistical details such as hotels, transportation, and meals; and providing general support for speakers, hosts, and participants. We handle the important details that make the difference between an effective event and a failed opportunity.

## **Document Design and Professional Writing**

Our expert talent is available to help clients develop effective communication materials. Clients count on ICO's professional level document development skills to help them present their message clearly and effectively. We specialize in creating professional quality documentation in all forms, including such important communication tools as white papers, custom eNewsletters, and print and digital advertising. ICO understands that looking professional and hitting the mark with communications and marketing materials is one of the keys to promoting a successful campaign.