



The Communication Team LLC

CREATIVE EXPERTISE...WINNING RESULTS

Immediate Release

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New Communications Consulting Firm Offers A New Way of Doing Business

May 16, 2006, Madison -- The Communication Team, LLC (TCT) a unique model for a communications consulting firm, has just opened and will be offering strategic consultation, project management and creative services to businesses and organizations in Madison and throughout southern Wisconsin. TCT is a collaborative group of highly experienced communication and creative service consultants and companies who are poised to provide a wide-range of services to emerging bio-tech, high tech, small and mid-size corporations, non-profits, trade associations, and health and educational organizations, while maintaining their own identify.

Founded by Merri Oxley, a former public relations and marketing executive who returned to the Madison area after living and working in Washington, D.C. for 25 years, TCT will provide consulting, project management and creative services on an “as needed” basis. The types of services The Communication Team will offer include: communication audits, strategic communication and marketing consultation, planning and execution, media relations, media training, advertising campaigns, graphic design for multimedia purposes, writing and editing services, video production, photography, creative art direction and photo scouting, sales and leadership development, special event planning and execution, Web site design and content development, convention marketing and exhibit presentations, market research, meeting facilitation, meeting and sales presentations, and mailing services.

Ms. Oxley’s prior public relations, marketing and sales experience working with a range of consultants, corporations, nonprofits, and trade organizations combined with her knowledge of each consultant’s portfolio in The Communication Team group, will enable her to match the right consultant to the right client. She will also provide clients with project management if requested.

According to Ms. Oxley, “I quickly saw the need for this type of an approach, particularly for small, emerging bio-tech and high-tech firms and small to mid-size corporations and organizations. Many companies simply don’t have the time or
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experience to handle their own promotional issues and want to find the right person(s) to quickly fill a specific communication need.”

By having one number for them to call, Ms. Oxley can quickly assess a client’s situation, provide consultation, and ultimately refer the best possible consultant to fulfill a client’s needs. The goal is to save the client time, money, and unnecessary frustration by offering the skills of experienced consultants who can provide high-caliber products/services efficiently and cost-effectively.

“Since I enjoy doing business development and had experience developing strategic partnerships and managing projects, I thought this model would be a way to use my strengths to help others (clients and consultants) and create a viable business.”

A majority of the TCT consulting group principals have more than 20 years of experience in their particular field of expertise, along with credentials, creative portfolios, current client base and testimonials from satisfied clients.

For further information about The Communication Team, call Merri Oxley at: (608) 877-0528 or visit: www.thecommunicationteam.net.