



THE
DIFFERENCE
COLLECTIVE

SUPPORT PACKAGES FOR DIFFERENT TIMES

#WorkDifferently

SOLVING PROBLEMS IN DIFFERENT TIMES

- We're adapting how **WE CAN HELP OUR CLIENTS DIFFERENTLY IN THESE NEW CIRCUMSTANCES**. Many of you are trying to maintain business as usual, with major disruption from all kinds of COVID-19 impacts.
- Amongst our team of experienced healthcare freelancers, we've got **RESOURCES AND SKILLS YOU CAN CALL ON** to help.
- We want to make it **AS EASY AS POSSIBLE FOR YOU** to use our resources when they're most needed.
- We've suspended our normal minimum half day engagement period: if you just need an hour or two of support for something right now, **WE'RE READY AND WILLING TO JUMP IN.**



Support packages with a Difference



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From power hours to half day training sessions or tailored support packages, we can bend and flex to what you need and make it happen fast.

Power Hour

- Strategic consultancy
- Issues & crisis consultancy
- Communications health check
- Creative brainstorm
- Social media consultancy
- Creative consultancy
- Multi-discipline specialist problem solving
- KOL relationship management in challenging times
- Social media skills & priorities
- Scenario planning

Half Day Intensive

- Business planning
- Message & narrative development
- Leadership & executive communications consultancy
- Employee engagement in challenging times
- Stakeholder engagement
- Brand transition & recovery planning
- Social media audit & refocus
- Traditional media audit & refocus
- Content audit
- Internal communications
- Employee wellbeing review & planning
- Brand equity boost

Specialist Package

- Virtual Media Advisory Board
- Media training refresher
- Creative content development
- Creative fulfilment (graphic design, illustration, animation & videography)
- Copywriting & content reframe and review
- Comms programme rebuild based on latest data insights

YOUR TALENT KITEMARK



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We are a virtual team of **OVER 95 EXPERIENCED, TRUSTED HEALTHCARE COMMUNICATIONS SPECIALISTS**, medical writers, journalists, social media and digital specialists, creative strategists, internal communicators, charity specialists and designers.

We're all **READY AND WILLING TO HELP WITH ANYTHING YOU NEED** – even if it's completely different from your usual comms projects. We're used to hitting the ground running to provide an extra pair of hands in all kinds of campaigns and tasks.



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Get in touch with us via
hello@thedifferencecollective.com
and we'll do all we can to meet your
Different needs

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