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experts in the art of information consumption 2Q2008

Blue Daring Consulting, Inc., incepted in 1st quarter of 2002, began with one simple idea: "Bridging Marketing and Technology". Two years later, Blue Daring Consulting has helped organizations, both public and private, and not-for-profits to infuse technology and the Internet into their communications strategy (both internal and external) in order to launch initiatives, increase revenues, or create awareness about services and products.

Additionally with years of marketing systems and technologies experience, Blue Daring Consulting specializes in allowing its client to identify its target market and develop fully comprehensive marketing strategies and collateral to best communicate effectively and yield the greatest returns.

Solutions and Services

Integrated Communications: Blue Daring Consulting conducts communications initiatives that focus on presenting a consistent brand and idea across various media. We use traditional media (commercial collateral development and design), online media (web sites, e-mail campaigns) and public relations (outreach to target groups and publications) to successfully launch initiatives and products within the defined target [community].

Technical Writing: Composition of all the documentation associated with a technology endeavor: technology RFPs for departments who need to communicate their needs to potential technology vendors, user manuals, specifications documents, requisites gathering and composition.

Web-Based Application Development: Information is power. Disseminating that information strategically throughout an organization is how Blue Daring Consulting uses technology best. We develop web-based applications using the latest technologies and practices to help organizations manage clients externally (extranets) and or internally (sales management tools) using a hybrid team composed of local and off shore resources keeping clients costs down.

Project Management Consulting: Blue Daring Consulting, Inc. specializes in the investigation and management of technology projects in order to allow businesses to do what they do best: conduct business. Blue Daring Consulting, Inc. deploys talented consultants that understand the nature of business and can COMMUNICATE business needs into information flows and systems processes that allow technology to fit the business need.

Services List (non-exhaustive)

Marketing Communications

- Brand & Identity Development
- Corporate Collateral & Presentations
- E-Marketing & Communications
- Integrated Marketing Strategies
- Sponsorship Program Development
- Strategic & Public Outreach
- Strategic Marketing Planning

Technology

- Custom Web-based Applications
- Executive Dashboards
- Internet Training
- Process Development
- Project Management
- Requirements Development
- Technical Documentation
- Web Design & Development

Partial Client List

Government

- City of Chicago
- State of Illinois

Academia

- Adler School of Professional Psychology
- Morton College
- Northeastern Illinois University

Private Businesses

- (Medium to Large)
- Lion Apparel
 - Sebesta Blomberg
 - Tremco, Inc. *a division of International* (OH)

Nonprofit Organizations

- Casa Central
- Chicago Teachers' Center
- FIRE 20/20
- Hispanic American Construction Industry Association (HACIA)
- Life Directions