



BKM Consulting, Inc.

Training * Facilitation * Speaking



Barbara K. Mednick is an experienced marketing communications and PR strategist, writer and trainer. As president of BKM Consulting, Inc., she designs and conducts training workshops, facilitates strategic planning meetings and gives presentations on web and proposal writing, marketing communications, sales, and public relations topics to various clients. Please contact Barbara at **651-486-7007** or bmednick@bkmconsulting.com.

TRAINING WORKSHOPS IN:

- Writing for the web
- Business proposal writing
- Executive summary writing
- Sales and marketing topics
- Media relations techniques
- Facilitating effective, results-driven meetings

KEY BENEFITS

BKM Consulting provides services to help you:

- Communicate effectively with the media
- Enhance your communications with clients
- Improve the performance of your sales force
- Develop effective PR and marketing plans
- Plan and hold effective strategic marketing communications and planning meetings

SERVICES PROVIDED

- Designing/conducting training workshops
- Planning and facilitating strategic marketing communications meetings and staff retreats
- Writing web site and marketing materials
- Writing training manuals, videos and CDs

PROFESSIONAL AFFILIATIONS

- **Int'l Assoc. of Business Communicators** – Active member, serving on board of directors three times and on numerous committees.
- **Minnesota Interactive Marketing Association** – Current member
- **Ramsey County Workforce Investment Board** – Current member of Board of Directors
- **Minnesota Computers for Schools** – Current member of Board of Directors.
- **Association for Women in Communications, Twin Cities** – Past President and VP-Programs

“Barbara is very engaging and provided great activities!”

-- Participant in recent
“Writing Business Proposals”
workshop at U of M CCE

TRAINING & FACILITATION EXPERIENCE

2009:

- **Sales/Customer Service Training on Dec. 22** – Designed/led training for Nova-Tech Engineering with U of M College of Continuing Education.
- **Web Site Writing Training** – Designed/led training for U of M Continuing Education content managers.
- **Planned/facilitated publication planning meeting** for key U of M Continuing Education staff.
- **Executive Summary Writing Training on 2/25** - Customized for Datacard Group proposal writers

2008:

- **Web Site Writing:** Designed/led training for:
 - U of M Continuing Education staff
 - Priority Publications editorial staff
 - Metropolitan State University staff

2006/2007:

- **Web Site Writing:** Designed/led training for:
 - Medica communications staff
 - ISEEK/ CareerOneStop with Century College
- **Customer Service Writing Training:** Northwest Airlines with U of M Continuing Education
- **Effective Email Writing:** Conducted for AT&T employees and Washington County employees
- **Powerful Business Writing Skills:** Conducted for employees at Washington County, Simonson’s Salon Mn/DOT and Minnesota Dept. of Human Rights
- **Writing Persuasive Proposals Webinar:** Acumen Management Group for Microsoft

TEACHING & TRAINING EXPERIENCE

- **Adjunct instructor for U of M College of Continuing Education Workshops:**
 - “Writing for the Web”
 - “Writing Business Proposals”
- **Adjunct instructor for Normandale Community College & Century College:**
 - “Writing for the Web”

PRESENTATIONS GIVEN

- **“Top Ten Tips for Creating PR Buzz”** – 8/04/08 – NAPO Minn. Chapter
- **“Top Ten Public Relations Tips”** – 3/6/08 SBA Minnesota All Client Meeting
- **“Facilitating Results-Driven Meetings”** - Dec. 2006 – Minn. Govt. IT Symposium
- **“Top Ten Marketing Trends”** – 7/18/06 Monticello Chamber of Commerce
- **“Polish Your Media Pitch”** – 5/18/06 Int’l Institute of Women Entrepreneurs at the College of St. Catherine
- **“The Power of Public Relations”**
 - ‘05 & ‘06 SBA Small Biz Resource Fair
 - 03/07/06 Nat’l Assoc. Remodeler’s Conf.
- **“Writing Persuasive Sales Proposals”**
 - 11/17/05 International Institute of Women Entrepreneurs at the College of St. Catherine.
 - 03/12/05 IABC Minnesota Chapter
 - 06/15/04 Nat’l Writer’s Union
- **“Capturing Audience Attention Using Learning and Decision-Making Styles”**
 - 10/14/04 ASIP Meeting
 - 02/05/04 Women in Networking
- **“Pitching Your Ideas: Techniques for Persuading Your Boss, Media and Clients”**
 - 12/02/02 IABC Minnesota Chapter

EDUCATION & TRAINING

- *Creative Training Techniques* Course - U of M CCE in partnership with “Bob Pike Group”
- *Master Trainer Certificate*, AnokaRamsey Community College, Twin Cities
- *Group Facilitation Methods Certificate*, The Institute of Cultural Affairs, Twin Cities
- *Mini-MBA Certificate*, University of St. Thomas
- B.A. Journalism, Univ. of Wis. - Eau Claire

- **Developed and Facilitated Planning Meetings:**
 - 3M HR Communications Department
 - Century College Advancement Unit
 - Public Affairs Staff, MnSCU

2004/2005:

- **WomenVenture Publicity 101 Workshop:** Designed and conducted workshop for clients
- **Sales & Marketing Training:** Designed and led for Anoka-Ramsey Community College and City of Blaine
- **Powerful Business Writing Skills:** Designed and delivered training in 2004 & 2003 for Schulte Financial Group, United Health Group and MCTC.
- **WomenVenture:** Led workshops for clients in:
 - Marketing strategies and tactics
 - Sales techniques
 - Publicity 101 (Created & taught)

2002 & 2003:

- **Determining Marketing Strategies:** Designed and delivered training sessions in 2003, 2002 and 2001 for AnokaRamsey Community College
- **Writing Persuasive Sales Proposals:** Designed and conducted for United Properties & Century College

CLIENT & PARTICIPANT TESTIMONIALS

*“All I can say is *Great Job*! I thought it was going to be more difficult delivering a ‘Writing for the Web’ workshop with a group of our size and varying writing experience levels. You did a wonderful job. I appreciate how you took the time to understand our staff and infrastructure. The customization of the materials was right on the mark. We will definitely consider future training sessions with you.”*

**Web Content Manager
Metropolitan State University, St. Paul, MN**

“Good course with real, practical information, real-world examples and fun exercises.”

**Web writing participant
U of M Continuing Education workshop**

“Barbara is always interested in improving the learning experience for our adult learners and consistently receives positive evaluations. She is easy to work with and shares a positive energy with everyone.”

**Department Director
U of M Continuing Professional Education**