

to see why you too can join a growing list of top leaders who trust BDC with their mission critical communications. These include:

- Beyond Deadlines
- Story Telling
- Are you Search Ready?
- Content is King
- Strategy and Planning
- Know your Audience
- Rehearsals
- Conversations Vs Messages
- Social Media
- Social Strategies
- Stakeholders are Key
- Who is your competition?
- News in the digital Era
- Search Engine Optimization
- Reporters & Bloggers
- Web 2.0 & Beyond
- Crisis is Always in Fashion
- Cloud Computing
- Why BDC Loves Twitter!
- Analytics & Alerts

### ***BDC helps you win in a New World Order***

BDC is led by founding Director Victor Dlamini who enjoys a widely held reputation for razor sharp communications skills. Victor has handpicked a team of communications professionals that combine their flair for t with their business savvy to bring an effective and highly innovative communications service. BDC Communications team of seasoned professionals operate from an awe-inspiring environment Cape Town Head Office. Let Victor and his team show you why they can be an essential part of your tool-kit for success.



Victor Dlamini

BDC Broadcasting is led by well known media expert Carol Bouwer, one of the founding Directors of BDC who uses her well known interviewing skills to impart invaluable knowledge to to our clients.

Come to BDC and get the inside track on how you can enhance your reputation through our highly effective service and increase your chances to win in the era of digital communications.



Carol Bouwer

Communications For Leaders



## Communications For Leaders

Cape Town | Johannesburg | Sydney



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## Overview

BDC is a Communications company with vast experience in communications for leaders in corporate and public office. BDC provides class leading services in reputation management, public relations and content creation. BDC services clients worldwide, and its highly skilled teams deliver exceptional results.

### Reputation Management

A good reputation is really important for a leader. In our world of instant online news, people have only moments in which to make snap judgements. Investing in a good reputation makes business sense as it increases the levels of trust that your customers & stakeholders have in you.

BDC has the experience to guide its clients to adapt quickly to a world in which reputations are made and destroyed in search engines. Keywords are the new battle grounds as online platforms bring in citizen journalism to compete with traditional news sources and company's private online content.

### Online Focus



BDC does not share in the belief that Print is dead, rather that Online rules. If you Google your company, you should know that the results that come up are what most people know about your company or organization.

BDC shows you how you can influence the results that an online search of your company gives. No one visits static websites more than once, and leaders can use BDC to enhance the credibility and variety of their content.

In short BDC team of experts will help you increase your positive online presence, improve your online content, and increase your ability to engage with online communities. Our experts provide customized services in crisis communication, annual reports, public affairs and leadership change communications.

Our online reputation management service actively increases favourable postings by leveraging the power of microsites, and other content in your favour.

In the past print was King, but nowadays Blogs, Microsites, Social media like Twitter and Facebook offer people the chance to express their opinions about the service and products they receive from organizations. Journalists and prospective customers need only search the web to find negative comments about your organization.

BDC will share with you how you and your organization can harness the power of online to listen in on the conversations that affect you. Tools such as Google or Bing alerts give you the power to know what is going on and to engage and respond quickly.

### Real Life Simulation

BDC uses its State-of-the-Art broadcast facilities to simulate TV and Radio interviews to ensure its clients stay well ahead of the game. As a leader you only have one chance to make a favourable media impression, and at BDC we do everything in our power to have you in a state of media readiness. At BDC we are first and foremost, journalists who believe that content and style give you a fair shot at success in the cut-throat world of PR and Managing your Reputation. At BDC we firmly believe that the rehearsal gives you a chance to fine-tune your message. Let our team of experienced interviewers give you an opportunity to expect the unexpected.

### Share of Voice

BDC gives leaders the inside track on how they can increase their strategic share of voice by tapping into the power of online reputation management, social media and search engine optimization. Even in the digital era good solid writing and a well defined message will catapult you to the top of the communications pile.

At BDC we show you why saying more is not always a good idea as it weakens the currency of your voice without adding anything of substance to the discussion. BDC will expertly guide you on why as a leader you have to choose carefully the PR opportunities that are worthwhile, and judiciously avoid those that undermine your good standing.

### News in the Digital Era

BDC's team of experts will guide you on how to create and deliver news in a compelling manner given that tools have changed from analogue to digital. Leaders must engage audiences in a credible manner that enhances relationships, and not just deliver messages.

BDC team of content producers will show you how professionally produced HD video, photos and writing go together to make your message much more effective than traditional PR. We will help you influence rather than merely react to the world around you. Our digital tools and know how will turn you into a content creator and distributor.



### Crisis Management in the Digital Era

Let BDC guide you on how you can be heard above the din of the Internet. The days of relying on long held pacts and relationships with editors to keep scandals and crisis out of the public eye are truly over. Social Media has snowballed to the extent that Facebook now has over 700 million users, and Twitter over 200 million and these are just two channels that give ordinary citizens unprecedented power in the sharing of information, good or bad. BDC team of writers provide leaders the steady hands they need when faced with a potentially damaging scandal

### Expertise & Credibility

BDC has a proven track record in helping leaders in both the corporate and public sector tell their stories to the most appropriate audience. Speak to us at BDC