

Making the connection



MORE than 20 professionals working in the marketing, design, event management and sponsorship arena have signed on as members of a new virtual marketing team called Connect.

Connect is the brainchild of three Sydney marketers – Neen James of Whistling Arrow Communications, networking specialist Robyn Henderson and Carolyn Stafford of The Marketing Suite – and provides companies with access to specialists on a needs basis.

Stafford says virtual marketing teams are a viable option for specific projects.

“In a time where marketing directors are facing increasing pressure to reduce head count and constrain budgets, virtual marketing teams are a good option,” she says.



Carolyn Stafford of The Marketing Suite.

“They provide access to specialists that companies may not have in-house, they are a lower cost alternative and they can be brought in quickly and then instantly disbanded once the marketing project is over.”

Current members include graphic designers, writers, sponsorship managers and creatives.