

Sudler & Hennessey Expands Montreal Presence

Phase V Communications (Grey Healthcare) merges with Sudler & Hennessey Healthcare Communications in Canada. The new entity will retain the name Sudler & Hennessey Montreal.

The addition of the Phase V unit into the existing Sudler & Hennessey Montreal operations increases the value proposition for S&H in the Quebec, Montreal marketplace. "By combining the resources of these two offices into one agency, we are

better suited to fully realize a brand's potential. The expertise of the staff and the knowledge across therapeutic areas in the OTC, Rx and device and nutritional sectors provides the broader foundation for S&H to help our clients find more inside their brands," stated Colin Dickey, Managing Director, S&H Canada.

Colin Dickey will continue to provide strategic oversight for all Sudler & Hennessey Canadian offices including S&H

Montreal, IntraMed Montreal, S&H MarketForce Toronto, and IntraMed Toronto. Newly appointed Harvey Levine will serve as Managing Director of the Montreal office.

Sensix Communications & Events Launches Green Meetings Initiative

With three spectacular decades of meeting and event production behind him, Sensix President and Creative Director, Michael Caplan, isn't resting on his laurels—of which he's garnered a healthy share. He's got numerous industry awards and best of all: applause for his clients all over North America.

"30 Years of Continuous Applause," declares the newly minted Sensix slogan.

"To mark our 30th anniversary, we are committing to water conservation and drinking water for all," says Caplan. "Half the world has no access to drinking water. Every eight seconds, a child dies from thirst."

As a first step, we launched an initiative with the meetings and events industry at The Canadian Star Awards in Toronto held March 27.

In the spirit of giving back, we are encouraging all planners to make a small gesture and switch from one-use plastic water bottles to personal canteens at meetings and events. This saves massive amounts of waste and pollution. As more companies ponder their ecological footprints and improve environmental practices, imagine the results on a global scale.

It saves money too and even more good can come of that.

"So we are making a commitment to make the switch and donate 1% of the budget savings generated this way into foundations who are working on providing safe drinking water in developing countries and research into solar-powered water purification systems. We are also requesting a 1% discount from the canteen suppliers and their distributors

for an additional 2% donation.

"If there's one thing I've learned in this business, little details make a big difference," says Caplan.

That's certainly borne out by Sensix clients. Karen Bossin of Shoppers Drug Mart puts it this way: "Michael Caplan and the Sensix team promised me a wow and delivered one. True professionals. They worked diligently and I very much enjoyed working with them." Karen Robson of Epicor Retail is similarly impressed: "Michael and his team at Sensix are true professionals—respectful of our budget and of the positive impression we want to leave. I can always trust that he'll make us look good!"

There's every indication that soon Mother Nature will add her applause to theirs. **CPM**