



*Invoice Summary*

Alison Arisheh  
Office of the Mayor, City of Vancouver  
453 West 12th Ave  
Vancouver BC  
Canada V5Y 1V4

February 23, 2010  
Invoice No. 7226450  
Matter No. 421683.0004  
DUE UPON RECEIPT

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**PROFESSIONAL SERVICES**

**CAD**

International Media Relations 10,000.00

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**Total Before GST 10,000.00**

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**GST @ 5% 500.00**

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**Total Due this Period CAD 10,500.00**

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**Invoice Remittance**

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	<b>CAD</b>
Professional Services.....	10,000.00
GST.....	500.00
<b>Total Amount Due.....</b>	<b>CAD <u>10,500.00</u></b>

**Please Remit Payment To: FTI Consulting Canada ULC**  
*D/B/A: FD Element*  
*Wall Street Plaza*  
*88 Pine Street, 32<sup>nd</sup> Floor*  
*New York, New York 10005*

**Bank Name:**

**SWIFT:**

**Bank Number:**

**Beneficiary Name:**

**Beneficiary Account Number:**

**Detail:**

Appendix to Invoice No. 7226450  
September 20, 2010

The following represents a summary of our media relations work for the City of Vancouver during and after the Olympics. The objectives of the program were as follows:

- Position the City of Vancouver as a city with the best-practices model for the sustainable development of cities around the world.
- Generate awareness about the City's economic development plan.
- Generate awareness about the City's pioneering sustainability plan.
- Help drive positive coverage for Vancouver that will attract new investments, and social and economic development opportunities.

FD Element provided the following services:

- Media Relations and PR Support – During the Olympics, the Mayor's office received an overwhelming number of media inquiries to profile the city in advance of the Games. FD Element was retained to help manage these media inquiries and field international media requests.

FD Element was also responsible for pitching proactive interview opportunities on behalf of the Mayor Robertson. During the Olympics, we secured interviews with:

- **The Wall Street Journal (comments from this interview ran as part of a larger article on security around the Olympics on 2/13)** - 11,087,111 impressions (print and online combined)
- **The Los Angeles Times (coverage ran on 2/26)** - 9,559,730 impressions
- **Newsweek (coverage ran on 2/27)** - 6,005,871 impressions in the US; 7,188,554 impressions globally
- **CNBC (coverage ran on 2/25)** - 1,000,000 viewers (impressions for TV are straight viewership)

FD Element was also responsible for providing on the ground support in Vancouver in order to staff these interviews to ensure that messages remained in focus and on target with the objectives of the communications program. FD Element staffed the following interviews:

- **The Wall Street Journal** – Sunday, February 7 at 5:00 PM PST
- **NBC's The Today Show** – Tuesday, February 9 at 4:00 AM PST
- **The Los Angeles Times** – Thursday, February 11 at 3:30 PM PST
- **CNBC** – Thursday, February 25, at 1:50 PM PST

- Message Development and Interview Preparation – In order to ensure that these interviews were a success for the City of Vancouver, FD Element also provided services involving interview preparation and message development counsel. This involved meeting with the City and Mayor’s Office to review messaging and discuss reporter and interview objectives.
- Materials Development – To supplement these interviews and ensure that Mayor Robertson was prepared for these meetings, FD Element prepared background briefing materials in advance of these meetings. These materials included:
  - Background briefing documents – these are documents that provide insight and overviews of the reporter and outlet. They include recent stories from the reporter, their bio, background information about what they cover and focus on in their roles, background information about the outlet, and guidance on how the interview should be handled. To this last point, FD Element provided counsel on interview objectives.
  - Follow-up Briefing and Reports – Following our work with the Mayor’s Office, FD Element provided a coverage report to give an overview of all coverage that resulted from these outreach efforts.

This work involved 46.75 hours of work, including travel, between February 3, 2010 and March 4, 2010.