

Who are we?

White Label Consultants is a Croydon based Marketing, Events, PR and Management Consultancy which brings together a team of like-minded, highly skilled individuals who are passionate, results driven and believe in 'making things happen' for the organisations they represent.

With a strong track record of delivering projects on time and to budget, White Label Consultants help other organisations -in both the private and public sectors - succeed by taking responsibility for a number of specialist business services such as marketing, event management, communications and press & PR alongside offering a bespoke management consultancy service that is able to assist with anything from writing annual reports and business plans to strategic development.

Its directors' strong track records in the field of economic development mean the company stands in a unique position, able to comprehend, advise and deliver on most business aspects of local authorities' economic renewal and development strategies in addition to delivering high-quality marketing expertise.

With a combined wealth of knowledge rooted in experience, the enthusiasm and professionalism of their consultants, their flexibility and keenness to focus on the customer needs, *White Label Consultants aim to support their clients with 'the right people, with the right skills, doing the right things, at the right time'.*

What do we do?

- Marketing
- Creative design
- Event management (*including exhibitions, conferences, festivals, promotions and product launches, networking events, awards and corporate hospitality*)
- Online marketing and social media campaigns
- Economic Development seminars and masterclasses
- Business networking events
- Town Centre management support
- Training (*including procurement, business management, social media and e-commerce, media management, sales, leadership skills*)
- Project management
- Management consultancy
- Sales and sponsorship
- Partnership working
- Communications – internal and external
- Press & PR/Media management

White Label Consultants is a trading name of White Label Publishing Ltd.

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What do we believe in?

- partnership working
- getting results
- making things happen
- doing what we say we are going to do
- being honest and open
- going the extra mile to deliver value
- working hard
- having fun

Who do we work with?

Since its formation in January 2010, White Label has successfully delivered a full spectrum of marketing, communications, research, event and project management activity for a range of clients including:

- 3Fox International – facilitation and event management of annual Socinvest conference
- Barratt Homes – Marketing support and event management
- Croydon BID – Christmas marketing and PR campaign and associated outdoor events
- Croydon Constructing Excellence Club – marketing support and event management
- Develop Croydon – Annual conference facilitation, event management, website and associated PR
- Developers Forum – formation of a developers forum in Croydon to encourage a combined private sector approach to attracting positive PR and inward investment to the borough
- MIPIM 2011 – sponsorship raising, marketing, PR, event and exhibition stand management, networking and facilitating targeted introductions for a Croydon delegation
- Geraghty Taylor Architects – marketing, PR and brand management
- Guildhouse – Representation at MIPIM 2010, including full client management and targeted appointments
- London Borough of Croydon – Event management and communications strategy work
- RIBA – Croydon Built Environment Exhibition, part of the London Festival of Architecture
- Sinclair Clark Consultant Surveyors – PR support and event management
- South London Business – Marketing and sponsorship sales for Business Awards in Croydon, Merton and Bromley along with marketing strategy work and PR work.
- Stockland / Carolyn House – Tenants e-newsletter and networking events
- Tricos Immobiliera /Impact House – Launch event and representation at MIPIM 2010

Contact Us

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