

# NATIONAL

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Dalhousie University  
P.O. Box 3000  
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Canada

Attn. Catherine Bagnell Styles

**Invoice 680402762**

**Project No.** 68011053  
**Project Name** Counsel

**Invoice Date** 31-12-2014  
**Client No.** 68010147  
**PO No.**

Description	Price
Period: December, 2014	
Professional Fees	62,325.00
Miscellaneous Expenses	
6% administrative and cost recovery	3,739.52
Meal expenses	44.55
Taxi charges December	53.63
<b>Miscellaneous Expenses Total</b>	<b>3,837.70</b>
<b>Total before Tax</b>	<b>66,162.70</b>
<b>GST/HST</b>	<b>9,924.41</b>
<b>Total</b>	<b>CAD 76,087.11</b>

**Terms:** Net 30 days

Overdue invoices are subject to 1.5% interest per month (18% P.A.)

GST/HST # 86065 9135 RT0001

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<b>To:</b>	Catherine Bagnell Styles
<b>From:</b>	Ned Perry
<b>CC:</b>	Kevin McCann
<b>Date:</b>	January 19, 2015
<b>Subject:</b>	NATIONAL invoice December 2014
<b>Job Code:</b>	68011053 (-001/-002/-003/-004/-005)

Hi Catherine,

Accompanying this memo are invoices reflecting professional fees and applicable charges for work and counsel delivered in support of Dalhousie's response and related efforts re: The Faculty of Dentistry issue.

#### **6801153-002 – Issues Management / Counsel**

This job number reflects meetings, phone calls, counsel and strategic sessions as well as drafting, reviewing and editing supporting documents. Below please find a breakdown of activities.

- Initial meeting / call with Dal / internal preparation for involvement with Dal, Dec. 15
- Internal planning / scrum on path forward for team / meeting at Dal re: Social Media / review monitoring reports and sending notes on recommendations, Dec. 18
- At Dalhousie ongoing counsel / drafting community leader email / various meetings / input to news release, Dec. 19
- Draft incoming calls / response email template for JD / social and issues related, Dec. 20
- Edit strat doc re: incoming calls / emails / organizing team (digital / counsel) / social strategy development / content development / meeting with Erin at NATIONAL / various memos and calls Dec. 21
- War room at NATIONAL – messaging / release for dentistry / call with Brian re: [REDACTED] / internal emails / digital approach / multiple calls & emails / Steering Committee calls (X2) / meet with Fac. Of Dentistry, Dec. 22
- Messaging for complaint / merging key messages with Principles / call with Dal re: resourcing / wireframing Our Commitment content, Dec. 23
- Messaging / emails / calls, Dec. 24
- Steering committee call and emails / calls with CBS, MH, RF, Dec. 27
- Steering committee call and emails / calls with CBS, MH, RF, Dec. 28
- Establishing comms deliverables grid – first draft planning for week of Jan 2 – 12 / Letter to student body draft and send to Dal, Dec. 29
- Emails and counsel internally / organizing media training / edits to FAQs, Dec. 30

- Meeting with Dal at NATIONAL re: comms planning / Call with Dal re: media training, Dec. 31

#### **6801153-001 – Monitoring**

This job number reflects initial consultation re: social monitoring, set up of search parameters, initial scans to baseline and refine search, time for analysis of information, writing reports, special request for interim scans, pulling clips, additional analysis re: various emerging #s, reputation risk and inclusion of clippings. Below please find a breakdown of activities.

- Monitoring conversation with Dal / internal. Dec. 15
- Initial monitoring assessment of situation and emails to Catherine, Dec. 16 /17
- Internal resourcing and setting up framework for delivering consistent reports, Dec. 22 / 23. Ongoing reports (2X per day) through Dec. 31
- December 25, 26 (1 report per day)
- Additional monitoring content - @dalpres, #dalhouseiehateswomen etc, Dec. 28

#### **6801153-005 – List management**

This job number reflects work and counsel building distribution database for community leaders based on broad section of Boards in the HFX community. Below please find a breakdown of activities.

- Variety of inputs of Board suggestions for compiling into list and beginning to identify members and contacts, Dec. 19, 20
- Setting up a google docs spreadsheet, Dec. 21
- Building a coordinator team in place to work on list, Dec. 22, 23, 27, 28, 29

#### **6801153-004 – Reputation plan**

This job number reflects work and counsel with regard to a reputation plan. It is understood that this is to be billed on this job number on a one-time basis (December) and then be scoped and billed as its own piece of work. Below please find a breakdown of activities.

- Rebuild brainstorm, Dec. 22
- Further brainstorming re: website/post rebuild / develop plan outline including objective, guiding principles, 7-30-90 days ahead / format into slides and share with team Dec. 23
- Restoration emails with June, planning and PM for recruiter track, Dec. 30
- Rebuild plan PM, Dec. 31

Should you have any questions regarding this invoice, please call me directly at (902) 332-8026.

Best regards,

Ned Perry  
Director