



ALLAN BONNER COMMUNICATIONS MANAGEMENT INC.

BUDGETS

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Budgets

We are the only firm we know of which offers as much disclosure as possible about the eventual invoice we will send to you.

This begins with documents posted on www.allanbonner.com. There you'll find our fee schedule and confirmation form which lists most of our activities and their costs.

There's the memo to participants outlining what to expect in a training session.

There's full disclosure of how we set our fees. We are guided by law society regulations and rules governing professional planning. Please note our request for you to disclose any budgetary rules or administrative procedures you want us to follow.

Clients are sometimes surprised at the procedures we've encountered in the public and private sectors over 30 years. These have included forbidding any line items showing a reduction or no charge, not including a cost in a proposal, and other stipulations.

We can't know these preferences without being told about them.

Disbursements are as per receipts. Hotel rates often change on weekends and on different days of the week. Taxis and airport limos can vary with traffic conditions. Airline tickets vary with time of day and day of week.

We can't predict final charges in advance.

And yet, many clients want to estimate what our services will cost. We have put them in a pretty good position to do just that. For example, if we are asked to read a document for a client, the client has the document and our fee schedule and is thus in the best position to make that calculation. We have our fee schedule, but not the document.

When we fly to an assignment for a client, the client knows that city, its taxi rates and hotel charges, and proximity to the client's office. We'll take the client's best estimate, but our eventual invoice will include actual receipts.

Nonetheless, since we've been in business for 30 years, we are occasionally able to provide an estimate. We are especially able to do this in area in which we, and only a few others provide services. These areas include reading and writing crisis plans, crisis simulations, and consulting in areas in which we have unique expertise.

If we make best efforts to estimate the cost of performing a function, we'll make best efforts to keep to that number, even if we haven't seen your documents, facilities, and such.

Projects often change. Some participants in rehearsal sessions request additional time, learning materials, or analysis of their video performances.

Reading documents can morph into writing new documents or reading other documents. Some documents reference matters that seem to require testing or verification.

If you want a new document written, we can't know if that will require one or five iterations, your approval, circulation among a dozen of your colleagues, or a resolution of the board. We can't know this in advance.

Oxford defines "budget" as "the amount of money needed or available...". No consultant is in a position to determine this for a client.

We invite clients to participate actively in their budgeting. We will too. We are happy to set caps, flow payments over time, push payments into a new fiscal, make progress reports or agree to any other efficient process. We don't want administration to take the place of productive work, so our default position is providing you with finished product.

Our default position is to provide regular reports, documents in progress, and offer suggestions for cost-saving measures. Please read these carefully. Nothing is free. Everything is a cost which we pass on.

Time passing and more administration normally results in more cost. This is your call and our default position is to wait an appropriate period of time and remind you of our ability to keep going.

If you don't respond to the offer of cost-saving measures, they won't be provided.