



■ Pam offers 'a fresh approach to helping business people survive the credit crunch'

Pam gets creative to beat the crunch

Sutton graphic designer Pam Neaves will be holding a free drop-in advice session next week for companies seeking creative ways to survive the economic downturn.

Local business people can attend the Mint Creative Solutions event at The Royal Hotel, High Street on Wednesday (March 18) from 11.30am-12pm.

Founder Pam, 30, explained: "One of the best ways people can revive their business is to present a fresh, new, eye-catching image - which can be as simple as a change of corporate colour. With more peo-

ple being made redundant, many are considering self-employment for the first time. However, few have a clear idea of how to make the best visual impact."

Pam specialises in the design and production of print materials, re-branding and website creation, and attributes her success to a fair-pricing policy and tailoring her services to her clients' needs.

Her heart set on a career in design from childhood, she studied for a degree in graphics and illustration in Bradford - becoming the first woman to gain first class honours

for her chosen combination of study.

Pam realised her dream when she launched her own graphic design company in Sutton.

Despite the financial crisis, she is doing so well that six years on she has outgrown her Erdington home office and moved into a design studio in Sutton Coldfield's High Street.

Pam's drop-in event offers not only free advice, but unlimited tea and coffee. To book a place call 0845 130 5382 or email pam@mintcreative.co.uk.