

A Public Outreach & Engagement, Diversity, Equity & Inclusion, & Marketing & Communications Firm

COMPANY OVERVIEW

Khoo Consulting LLC is a multicultural communications and marketing company with an expertise in Diversity, Equity and Inclusion (DEI) and a special interest in helping clients reach multicultural audiences. We bring 25+ years of experience developing focused, integrated communications and interactive marketing plans to help organizations matter to today's diverse consumers. We also support small businesses to develop and prosper. We use data to inform decision-making and draw-on our lived experiences and integrate deep-dive diversity practices that reflect and resonate with people from all backgrounds.

Khoo Consulting guides clients so they are in full control of their decisions and collaborates with them to move those decisions to action. We are a federal and state certified target market minority woman-owned small business, with a Certification in Diversity and Inclusion.

CORE COMPETENCIES

- Diversity, Equity and Inclusion
- Marketing and Communications
- Public Outreach and Engagement
- Branding and Advertising design
- Media Buying and Planning
- Public & Media Relations
- Growth & Retention

DEI COACHING & SPEAKING ENGAGEMENT

Khoo Consulting also helps:

- equip leaders and personnel with the tools and resources to apply equity and inclusion principles to increase productivity
- identify and break down structural barriers to enable equitable access to resources and opportunities for all people
- individuals to self-advocate and create strong personal brands so they may represent their authentic selves

DIFFERENTIATORS

- We integrate equity and inclusion principles with marketing and communications strategies to successfully engage an increasingly diverse community.
- We develop inclusive and customized implementation plans with approaches that value, reflect and embrace the traditions and cultural beliefs of each segmented target audience authenticity.
- We integrate metrics to measure the performance of each campaign and to surface needed updates throughout the campaign.

ACCOLADES



Recognitions from Adjutant General Shawn P. Manke, **Minnesota Army National Guard**, Commanding Major General Michael D. Wickman, Minnesota Air National Guard, and Brigadier General Sandy Best for leading a Diversity & Inclusion breakout session at their Women Leadership Forum and presentation to their Minnesota State Joint Diversity Executive Council.

- **Thomson Reuters** President Field Service Retention and Corporate Counsel awards
- Upper Midwest Emmy Award to end domestic violence: **360 Communities** Steering Committee

CLIENTS

Minnesota National Guard, Department of Transportation, Hmong & Chinese Chamber of Commerce, Department of Labor & Industry, Department of Human Services, Department of Health, Dakota County Parks, Hennepin County, Padilla, Fusion Hill, University of Minnesota, Propel Nonprofits, Ready, Set, Smile, Minnesota Men's Sheds, Pangea World Theater, Arway, Redbird Time

Past Engagement:

University of Minnesota Foundation, Metropolitan State University, YMCA of the Greater Twin Cities, 360 Communities, and Thomson Reuters

