Client Treat

Ву

Al Agolli

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INT. OFFICE - DAY

Floor to ceiling windows overlook a carpark and garden.

A mahogany desk littered with folders and letters. KEVIN EDWARDS, 38, his expression slightly bemused, holds a phone to his ear.

INT. FOYER - DAY

Manicured fingers tap at a keyboard. A tentative, sweetlooking BLONDE flashes a mouthful of porcelain.

MIKE POWERS, 25, confident, attired in a navy blue suit. A leather briefcase beside his chair. One leg over his knee.

She can't keep her eyes off his crotch. The phone rings.

BLONDE (into the phone) Yes, he's hear. Okay. (gestures toward the door) You may go in now.

Mike picks up his briefcase, catches his own reflection off the glass partition as he strides past her counter.

A solid teak door with FACILITIES MANAGER stamped in bold lettering, printed below is the name tag: Kevin Edwards.

INT. OFFICE - DAY

A brisk knock. Kevin's face tightens; his chair leans back.

KEVIN (clears his throat) Come in.

Mike enters, makes eye contact, smiles, extends his hand.

Hello, I'm Mike Powers. I spoke with your Marketing and Communications Manager earlier in the week.

Kevin's face relaxes, he sits upright, leans across his desk, shakes the man's hand.

KEVIN

Yes. Thanks for coming. (nods, pockets Mike's business card) Take a seat. Circumstances have changed a little.

Mike gives the office a cursory glance.

KEVIN

Colleen is no longer with us. I'll be handling what's left of her portfolio until such time.

Mike pulls the chair closer, sits his briefcase on his lap.

MIKE

(flicks open the latches) I'm aware of certain key issues and benefits regarding the promotion.

He places his laptop on the desk. Then fidgets with a pen and notepad.

MIKE

(clicks the latches shut) Perhaps you would care to fill me in with the relevant details.

Kevin selects a file out of a folder, passes it over.

KEVIN

The late Mrs Emily Montford's estate left three-hundred and fiftyeight thousand dollars to the Braymore City Library.

Mike scans the file.

That was very generous of her.

KEVIN

(points to the file) Most of the money has been spent buying various literature, CDs, videos and audio tapes.

Microsoft's 'WELCOME' sign fades across the computer screen.

KEVIN

As well as three new computers linked to the internet.

(glances out the window) Problem is we've now got the local business traders on our back.

MIKE

(looks up) All of them?

KEVIN

No, just four. Virgin Records and Borders bookstore down in the main street. They say their sales are going to be affected.

MIKE

Assuming the Council have good working relations with the Braymore Traders Association--

KEVIN

--yes, we do. Pete Macquarie is a good friend of mine...

Mike jots down the name.

KEVIN

...he also runs one of the video stores, and has a half-share in the other. I've contacted Carmel Frances--

MIKE --the head librarian?

(impressed)

Yes.

Kevin flicks his appointment calendar to the correct date.

KEVIN

KEVIN

Sorry she wasn't able to attend the briefing. My secretary forgot to mail out an invitation.

Mike's phone beeps, he peeks at the text message.

KEVIN She said most of the DVDs are educational. Foreign language stuff.

MIKE Is any of it entertainment-based?

KEVIN Some of it. Just old classics. Nothing that's going to compete with the stores.

MIKE

So what kind of proposal do you have in mind?

KEVIN

We thought about newspaper adverts, press releases, leaflets in next month's rate notices.

Mike hands back the file.

KEVIN

...local radio if they can give us a definite time slot.

Kevin leans over, pulls open a drawer.

KEVIN My son suggested we use a fridge magnet.

How many schools are in proximity to the library?

KEVIN Three. All within walking distance.

Kevin shows off the local football club fridge magnet.

KEVIN

But we're going to be hard-pressed meeting our budget deadlines.

MIKE

Let's talk money and how much of it we can spend.

KEVIN Very little I'm afraid.

Mike waits with pen in hand.

KEVIN Somewhere between twelve and sixteen-thousand dollars.

MIKE

A reasonable amount.

KEVIN

Initially we'd like to have the ceremony coincide with the library's 150th anniversary scheduled for November the 17th.

MIKE

(scribbles) Any particular reason?

KEVIN

Well, sort of. Mrs Montford's Great Grandfather donated the site where the first library was built on.

And you want us to promote an action plan that initiates residents to participate in the community's development.

KEVIN

That's exactly the kind of attitude we want to hear.

Mike forces a smile.

KEVIN (picks up the phone) Would you like a coffee or something?

MIKE Milk with two sugars.

KEVIN

(into the phone) Lisa, two coffees, yes please, two...

MIKE

I'll need a proper overview on all the briefing material.

KEVIN

(puts the phone down) By all means. I'll run some past you.

Mike looks on as Kevin opens a file.

KEVIN

Completion date is approximately four weeks away.

Mike nods, jots down next week's date.

KEVIN

There are approximately fifty-four thousand householders in our district.

What percentage of the community actually use the Braymore library?

Kevin's thrown off guard.

KEVIN

I'm not sure. You'd have to ask Carmel Frances that.

MIKE

Will the Mayor or Emily Montford's next of kin be attending the ceremony?

KEVIN

I should think so.

MIKE

Have you contacted the media?

KEVIN

Not yet. Emily Montford's relatives are angry the process is taking to long. They've threatened to go to the press.

MIKE

Could make for good publicity.

KEVIN

Oh, I don't think the Mayor would like that.

MIKE

Were you planning to hold the promotion indoors or out? And what would your target audience be?

KEVIN

I'm thinking outdoors would be more suitable for this time of year.

The Blonde enters, places a tray on the desk.

Although, the library has undergone a full refurbishment. (smiles at her) Thanks, Lisa.

She returns the smile, then exits.

KEVIN

We're looking across the spectrum as far as audience appeal goes.

MIKE

Have you taken the weather into account? Marquees are expensive to set up.

KEVIN

I'd like to make it very clear that if your company is awarded the contract, all costs would have to be authorized by me.

MIKE

Absolutely. We're here to represent your concerns and resolve any issues you may have.

Mike pulls a copy of the contract from his briefcase.

MIKE I'll take you through the current situation.

KEVIN

The Mayor is expecting nothing less than an outstanding success.

Kevin makes inverted commas with his fingers.

KEVIN

He's looking to be re-elected for a second term.

MIKE

Then it's essential we foster groups who are more likely to make use of the library. Kevin sips his coffee, glances over the brief.

MIKE

For example: stay at home mums. Pensioners wanting to read and relax. Children studying after class, or locals just catching up with friends.

Kevin stares at him.

MIKE

Starting out with two opposite concepts, and in the process, bringing it all together.

(slaps his hands together) Any agency can suggest splashing a photo of the Mayor across the front page. But what's the real message you want to send out there?

KEVIN

(eyes dart about) We want the community to know we care about them. And that we're leaders in comparison to other local governments.

MIKE

I'd like to think you're already there.

Mike taps a key, faces the computer screen toward Kevin.

MIKE

This particular promotion we did for the Stonington Council last year. Similar to what I'd like to summarize to you.

Kevin moves his chair closer, glances at Mike's Rolex watch.

MIKE

Costs have increased slightly, but these figures are sound.

(eyes the screen) That's fantastic.

MIKE

Three-hundred in attendance. Snapshots of the Mayor in all the local papers. And an increase in business sales.

Kevin drools over the footage.

MIKE

Mind you, Chapel Street is a hub for art lovers.

KEVIN

You just reminded me, IBM is donating a computer.

MIKE

(doubtful) A brand new computer?

KEVIN

It's a laptop. We want to give it away as a prize.

Mike puckers his lips.

KEVIN

Since twenty-two percent of the population are under the age of seventeen.

MIKE

Why not make it a door-prize? Raffle it on the day.

Kevin lifts his eyebrows in approval.

MIKE

Or, offer it to all three schools in the area as a competition?

We definitely want the Council's logo, colours and slogan on any promotional material produced.

MIKE

Braymore City Council building a future near you. It's catchy.

KEVIN

At least your attentive. The last consultant we used forgot to include that in our brochures.

Mike's phone beeps, he checks the message.

MIKE

That was Carmel. She's agreed to do the interview with LAX Regional Radio.

KEVIN

You've been in contact with her?

MIKE

As I said to you earlier, Colleen and I spoke. She mentioned the grievance between her and Carmel.

KEVIN

Something was said about it at the last meeting.

MIKE Obviously it wasn't resolved.

KEVIN

I wasn't there. My son had football training.

MIKE

Now that Colleen's out of the picture, I don't see why she can't go on air to promote the event.

KEVIN

Okay, she is the head librarian and coordinator of the program.

Good then, let's work out the final details.

KEVIN What else do you recommend?

Kevin folds his arms.

MIKE

I've been in touch with Matheson Brothers. They do the Council's rate notices.

KEVIN I know who they are.

MIKE

Estimates for printing fifty-four thousand copies comes to a total of ten-thousand eight-hundred dollars.

KEVIN Is your fee included in that estimate?

MIKE

No it isn't. But listen, experience tells me the money could be better spent elsewhere.

Kevin blinks.

MIKE

It may seem strange to you, but a lot of flyers are treated as junk mail.

Kevin blinks.

MIKE

Your fridge magnets at a cost of eighty-cents each and mailed out at a cost of forty-cents each comes to sixty-five thousand dollars.

(whistles.) That is expensive. Sounds like money down the drain.

MIKE

No, what I'm saying is that our resources needs to be spread out.

KEVIN

Nothing cheap I hope?

MIKE

The Council can send out a computer generated phone message, informing the ratepayer they're automatically in the draw for a new computer.

KEVIN

You're right, we've got the software to do that. But how does the winner get drawn?

MIKE

Simple, the cost savings allows us to have two winners drawn, each receiving a computer. Second, third and fourth prize can be given in cash, respectively. Three-hundred, two-hundred and so on.

Kevin scratches his head.

MIKE

The physical entry form is distributed amongst the three schools using twenty-thousand flyers.

KEVIN

That's a lot of flyers.

MIKE

Cost to you, only four-thousand dollars. School kids can distribute them out to their friends and neighbors on their own time.

Well that still leaves us with...
 (taps figures into a
 calculator)
 ...nine-thousand... ah...

MIKE

...forty-seven hundred dollars, and that's my fee, and the cost of purchasing another computer already included. All winners will be notified on the day of the event.

KEVIN

Then there's the media.

MIKE

I'll write up a press release. There's no guarantee they'll respond. So we'll put in a paid advert listing entry details on the proviso the media attend the opening.

Kevin leans back in his chair.

MIKE

As far as the business traders are concerned we ask them to come onboard as non-paying sponsors.

Kevin looks sceptical.

MIKE They promote us, we promote them.

KEVIN

Good idea.

MIKE

Their logo our logo on threethousand brochures circulated by their customers.

KEVIN Competition details included?

(taps figures into the calculator) That still leaves us...

Kevin looks at Mike for the answer.

MIKE

Thirty-five hundred. Take away twenty-four hundred for threethousand fridge magnets. Which leaves us with a total sum of eleven-hundred dollars.

Kevin's lost in thought.

MIKE

You may want to use caterer's on the day.

KEVIN

(points at him) You are good.

MIKE

The library may also want to send out their own computer generated phone message, and there's the possibility of bringing in volunteers for the day.

Kevin nods approval.

MIKE Take a look at this graph.

Kevin eyes off the screen.

MIKE Top line shows the same sales figure as before.

(points) The bottom line shows what potentially could happen to sales if there had been no communication.

Kevin sighs.

MIKE

We call this data the actual and hypothetical endorsement. In theory, it's only an estimate.

KEVIN

Sharpens up one's thinking.

MIKE And that's the reality.

KEVIN

That pretty much raps up the framework.

MIKE Can we sign off on this?

KEVIN

(looks at his watch)
Why don't the two of us talk about
it a little more over lunch.

MIKE Do you mind if the Blonde comes too?

KEVIN She's my daughter.

MIKE

0h!

FADE OUT.