



# Corporate Prospectus

**Advertising  
Consultancy  
Graphic Design  
Film Productions  
Marketing  
Media Solutions**





**Mad Hatter Productions** is a fictional company representing the 3rd year Business and Marketing Student **David Hutter**.

This brochure is designed to highlight the **15 core characteristics** that define the brand's distinctive quality through **many examples**.

Furthermore, it is part of a **larger product**, our corporate website [www.davidhutter.com](http://www.davidhutter.com) with our **film, media and design portfolio**.

***"You prove your worth with your actions, not with your mouth."***

An official entry of



# able

**able** /'eɪb(ə)l/ *adj.* **1** having the capacity or power **2** having great ability; clever, skilful.



**A-level grades:** Maths (B) English (B) Biology (B) R.E. (B)

**Diploma in Christian Leadership Skills** (OCR accredited)

**Canterbury Christ Church University:** BSc Business & Marketing

**Project Management** Key Skills Certificate

**Chartered Institute of Marketing:** Student Chapter Committee

**Cambridge-MIT** Entrepreneurship Certificate

**German:** fluent, **French:** basic

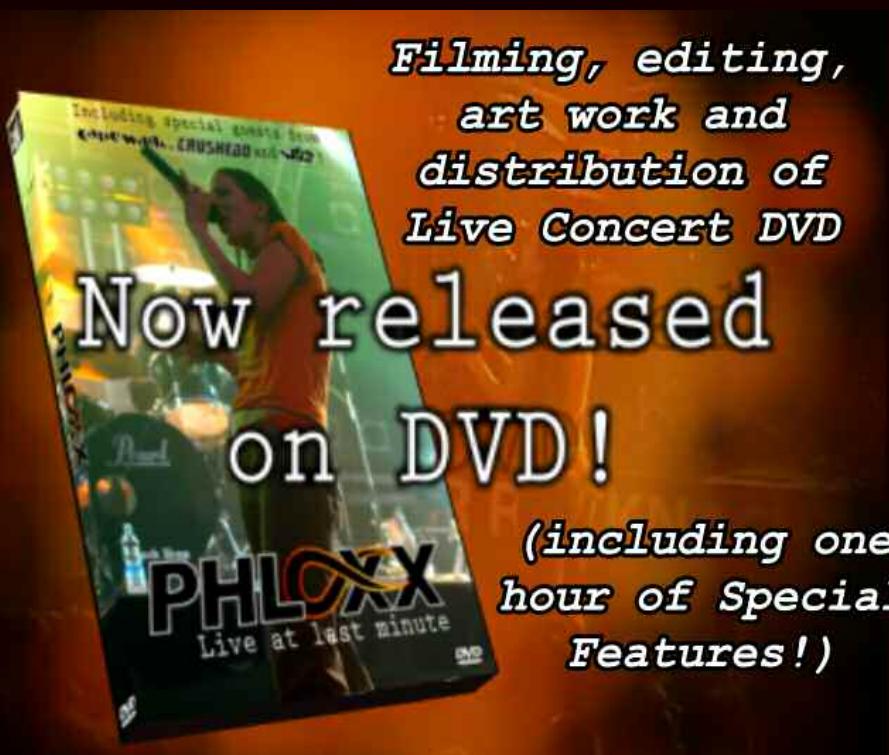
**Driving Licence:** Car, Motorbike

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**“It’s up to you to decide what to do with the time that is given to you.”**

# creative

**creative** /kri:’eitiv/ *adj.* 1 inventive and imaginative. 2 creating or able to create.



**“You can’t use up creativity.  
The more you use, the more you have.”**



# dreaming

**dreamy** /'dri:mɪ/ *adj.* (dreamier, dreamiest)  
1 given to day-dreaming; fanciful; unpractical. 2 dreamlike; vague; misty. 3 *colloq.* delightful; marvellous. 4 *poet.* full of dreams

**"All our dreams can come true if we have the courage to pursue them.**

**Surprise birthday party**  
for my girlfriend with a room filled **with 2000 balloons**



**Candle light dinner** for my girlfriend **on church tower**

**“More people fail for lack of encouragement than for any other reason.”**



**Initiating and executing** a mini rock festival for several youth groups from our area.

**enable** /ɪ'neɪb(ə)l/ v.tr. **1** (fol. by to + infin.) give (a person etc.) the means or authority to do something. **2** make possible.

# enabling



# experienced

**experienced** /ɪk,spɪəriənst/ *adj.* 1 having had much experience. 2 skilled from experience (*an experienced driver*).

**Personal Selling** (self-employed, trying to set up own business)

**Sales team experience:** Merlin Toys - selling to nurseries and schools

**Presentations unlimited** (Marketing work-experience)

**Westcountry Cases plc:** Two week work placement

**Database Marketing** using Really simple systems (RSS)

**Branding workshop** for Thales Research, Reading

**Purchase of lists** for Direct Mail Campaigns

3 week **retail management work**

**experience** (CLC bookshop)

**MERLIN**

**PRESENTATIONS**  
*unlimited*

**Westcountry Cases**

**CLC** Christian Literature  
Crusade Bookstores

**THALES**

**"Opportunities multiply  
as they are seized."**

**- Sun Tzu"**

# global

**global** /'gləub(ə)l/ *adj.* 1 worldwide (*global conflict*). 2 relating to or embracing a group of items etc.; total.

**"The great barriers are no longer distance, cost, or transportation. The only barrier is the way we think."**



The screenshot shows a dark-themed website portfolio. At the top right is a photo of a young David Hutter in a white lab coat. The top right corner features the text "MAD HATTER PRODUCTIONS" with a film strip graphic. A vertical sidebar on the left lists categories: NEWS, MOVIES, MEDIA, DESIGN, ABOUT, and CONTACT. The DESIGN section is currently active, indicated by a blue bar. Below this are four portfolio items:

- Practical Interior Design**: A thumbnail image of a house interior, with a description below it.
- Dinner4Two Voucher booklet**: A thumbnail image of a booklet cover, with a description below it.
- UR the Brand: CV in pictures**: A thumbnail image of a visual CV, with a description below it.
- The Timber Shack Designs**: A thumbnail image of a person in an orange shirt, with a description below it.

At the bottom left is a copyright notice: "(c) 2007 Mad Hatter Productions. All rights reserved." At the bottom right is a "Design by: Mad Hatter Productions" credit.

[www.davidhutter.com](http://www.davidhutter.com)



# innovative

**innovate** /'inə,viteit/ *v.intr.* 1 bring in new methods, ideas, etc. 2 (often foll. by *in*) make changes

3D models created by David Hutter with industry standard Autodesk 3d Studio Max 9 modelling software.



Autodesk  
3D Studio Max

**"You can judge your age by the amount of pain you feel when you come into contact with a new idea."**



# leading

**lead** /li:d/ *v. & n.* **1** guide by persuasion or example or argument. **2** be in charge of. **3** direct by example. **leader** /'li:də(r)/ *n.* **1** a person or thing that leads. **2** a person followed by others.

**2005/06: Evangelism**  
(ie. Marketing) **Coordinator**

**2006/07: Vice-President**

The Canterbury Christian Union  
Committee 2005/06:



**“Our destiny is not based on the chances we take,  
but on the decisions we make.”**

**"You are the only  
person on earth  
who can  
use your  
ability."**



**musical** /'mju:zɪk(ə)l/ *adj. & n. - adj.* **1** of or relating to music. **2** (of sounds, a voice, etc.) melodious, harmonious. **3** fond of or skilled in music. **4** set to or accompanied by music.

# musical

**Recorder** (not too difficult... ;)

**Piano** (Grade 7)

**Acoustic Guitar** (Chords)

**Electric Guitar** (Riff & Solo)

**Bass Guitar** (Band experience)

**Church Organ** (Grade 8)

**Trumpet** (three years in choir)

**Drums** (basic rhythms)

**Song recording** (see website)



**“Build bridges instead  
of walls and you will  
have a friend.”**

**Cawthon**  
entertainment

**Networking** with various  
organisations to **promote,  
distribute and translate**  
Cawthon entertainment films  
**across Germany and the UK.**

# networking

**network** /‘netwɜ:k/ *n. & v.* **1** a group of people who exchange information, contacts, and experience for professional or social purposes. **networker** /‘net,wɜ:kə(r)/ *n.* **2** a member of a professional or social network



# organised

**organize** /'o:g3,naiz/ *v.tr. (also -ise)* **1a** give an orderly structure to, systematize. **b** bring the affairs of (another person or oneself) into order, make arrangements for (a person.). **2a** arrange for or initiate (a scheme etc.). **b** provide; take responsibility for.

Organising and running  
**Christian Union weekend-away** (November 2006,  
96 people, £4000 budget)



**“Maturity is the acceptance of responsibility.”**

Programming of computer game **(over 18 months in development!)**

**"Success comes before work only in the dictionary."**



# patient

**patience** /'peɪʃ(ə)ns/ *n.* 1 calm endurance of hardship, provocation, pain, delay, etc. 2 tolerant perseverance or forbearance. 3 the capacity for calm self-possessed waiting.

# practical

**practical** /'præktik(ə)l/ *adj. & n. - adj.* 1 of or concerned with practice or use rather than theory. 2 suited to use or action; designed mainly to fulfil a function. 3 (of a person) inclined to action rather than speculation, able to make things function well.

**"Keep your feet on the ground but let your heart soar as high as it will."**



**Loft conversion:** design of bedroom, building work & carpentry

# team-working

**teamwork** /'ti:mw3:k/ *n.* the combined action of a team, group, etc., esp. when effective and efficient.



**"Somedays you're the bug - Somedays you're the windshield."**



**Leading a team of students**  
to plan and organise the  
**Christian Union Activity**  
**and Missionweek** (up to  
200 people at several events).



**"A picture speaks more than a thousand words."**



**Putting your needs first**

Enhance career opportunities by increasing your skills and confidence, whilst studying at a time and place to suit you

Book now to receive up to **£100\*** in book vouchers for your chosen school

Booking date: 31st December 2006, Booking reference: KABP106

Increase your skills and confidence in assessing pupils with educational psychometric tests or writing access arrangement reports for public examinations.

the British Psychological Society or the **Certificate of Psychometric Testing, Assessment and Access Arrangements** qualification, approved by JCQ.

Enhance your career opportunities by becoming qualified and gain the **Certificate of Competence in Educational Testing**, accredited by

\*Cannot be taken in conjunction with other Real Training offers.

Visit our website or book online at [www.realtraining.co.uk](http://www.realtraining.co.uk) Call us for a prospectus on 01273 35 80 80 or e-mail us at [info@realtraining.co.uk](mailto:info@realtraining.co.uk)

**real training™**  
confidence through competence

**Graphic design**  
skills based on a working knowledge of a variety of industry standard software packages:

# visual

**visual** /'vizjuel/ *adj.* & *n.* - *adj.* of concerned with, or used in seeing. - *n.* (usu. in *pl.*) a visual image or display, a picture.

**Adobe After Effects**  
**Adobe Premiere**  
**Dreamweaver**  
**Macromedia Flash**  
**Illustrator**  
**Photoshop**  
**QuarkXPress**

For more info please visit  
**[www.davidhutter.com](http://www.davidhutter.com)**



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