



Japan 301

CONNECT · COMMUNICATE · DISCOVER

Project Packages & Service Catalogue

Communication, digital presence, project support and international collaboration

Practical support for organizations in France, Japan and international contexts – with dedicated expertise in France-Japan and cross-cultural communication.

Typical Collaboration Topics

Communication & strategy

Web presence & content

Local visibility

Tourism & territories

Education & culture

International & cross-cultural



japan301.com

Japan 301 at a Glance

A quick reminder before the package and service details.

Single point of contact

Communication, web, content and project support with direct, personalized follow-up.

France • Europe • Japan

Practical understanding of French, European and Japanese communication expectations.

Field-oriented approach

Materials designed for meetings, concrete actions and fast decision-making.

Customizable packages

Rich configurations used as starting points, then adjusted to the project.

How to Use This Catalogue

Choose a typical package, select individual services, or combine both during our discussion.

1 Start with a typical project package

Packages group services that naturally work together for frequent needs. They are starting points, not fixed formulas.

2 Remove, add or replace services

Services can be adjusted according to your priorities, existing resources, timeline and budget.

3 Build a tailored proposal

Selected items become the basis for a clear proposal with scope, deliverables, timeline and pricing.

Contents

Explore typical project situations or go directly to the service categories that match your needs. Each section is designed to help you quickly understand how Japan 301 can support your project.

- 01 Introduction**
- 02 How to Use**
- 03 Project Packages**
- 04 Individual Services**
- 05 Next Steps**
- 06 Contact**

Project Packages

Typical project situations, with a broad selection of services that can be adapted to your actual needs.

Each package shows what a complete approach could include. Services can then be added, removed or adjusted according to your priorities, existing resources, timeline and budget.

PROJECT PACKAGE

Local Communication Pack

Reach local audiences • Improve visibility • Build trust locally

Your Situation

Your organization needs clearer and more visible communication for local audiences. This package helps clarify your presence, improve practical information and make your activity easier to find, understand and contact.

Possible Services Included

STR – Consulting & Strategy

STR-006 Scoping Meeting
STR-011 Audience, Key Message & Priority Definition

CSE – Content & SEO

CSE-008 Service Page Copywriting
CSE-009 Web Page Rewrite

VIS – Visual Design

VIS-006 PDF Service or Product Sheet
VIS-007 Double-Sided Flyer

LOC – Local Visibility

LOC-001 Local Visibility Audit
LOC-002 Google Business Profile Optimization
LOC-003 Review Management & Client Response Guide
LOC-004 Local Proximity Communication Plan

WEB – Web Communication

WEB-002 Website Audit
WEB-016 Editorial Update & Light Website Maintenance

SOC – Social Media

SOC-004 Single Social Media Post Creation
SOC-008 Set of 5 Social Media Posts
SOC-009 Simplified Social Media Strategy

MED – Photo & Video

MED-005 Communication Photography – 2 Hours On Site

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Local visibility assessment
- ✓ Updated local communication priorities
- ✓ Service or product sheet
- ✓ Social media post set
- ✓ Google Business Profile recommendations
- ✓ Action list for the next steps

Typical For

- Japanese organizations established in France or Europe
- Restaurants, cafés, shops and local services
- Cultural associations and local initiatives
- Organizations improving nearby visibility

PROJECT PACKAGE

International Visibility Pack

Foreign audiences • Digital clarity • Cultural adaptation

Your Situation

Your organization already has something to present internationally, but foreign audiences may not immediately understand its value, context or practical offer. This package improves how your activity is perceived across languages and cultures.

Possible Services Included

STR – Consulting & Strategy

STR-002 Comprehensive Communication Audit
STR-011 Audience, Key Message & Priority Definition

CSE – Content & SEO

CSE-001 FR-EN Language Adaptation
CSE-010 Editorial Localization for French / European Audiences
CSE-011 Brand, Territory or Craft Storytelling
CSE-012 Key Message & Talking Points Kit

INT – International & Cross-cultural

INT-002 Adaptation of Materials for French / European Audiences
INT-003 Intercultural Adaptation Audit of Materials
INT-008 France / Europe Communication Diagnostic

WEB – Web Communication

WEB-003 Web Interface & User Journey Audit
WEB-014 Multilingual WordPress Website – 5 Pages

SOC – Social Media

SOC-006 Social Media Presence Assessment
SOC-012 Social Content Adaptation for French / European Audiences

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ International communication diagnostic
- ✓ Audience and message priorities
- ✓ Localization recommendations
- ✓ Web or content improvement roadmap
- ✓ Adapted key messages
- ✓ Next-step action plan

Typical For

- Organizations in Japan targeting French or European audiences
- Japanese organizations developing activities abroad
- Tourism, cultural and educational initiatives
- Teams preparing international communication

PROJECT PACKAGE

Tourism Promotion Pack

Destinations • Visitor content • International appeal

Your Situation

A destination, local initiative or tourism experience needs to be easier to understand and more attractive to visitors. This package structures the visitor message, practical information and promotional materials.

Possible Services Included

STR – Consulting & Strategy

STR-006 Scoping Meeting

SOC – Social Media

SOC-003 Launch Campaign – 6 Posts

MED – Photo & Video

MED-005 Communication Photography – 2 Hours On Site

INT – International & Cross-cultural

INT-002 Adaptation of Materials for French / European Audiences

CSE – Content & SEO

CSE-011 Brand, Territory or Craft Storytelling

VIS – Visual Design

VIS-003 Brochure Design – up to 8 pages

TRV – Tourism & Territories

TRV-002 International Visitor Content Audit

TRV-003 Tourism Brochure Design – up to 8 pages

TRV-004 Practical Visitor Guide

TRV-005 Destination Presentation Page

TRV-008 Tourism Experience Page or Sheet

TRV-009 International Visitor Information Kit

TRV-010 Destination Promotion Plan for French / European Audiences

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Visitor content audit
- ✓ Destination or experience page
- ✓ Practical visitor guide
- ✓ Tourism brochure
- ✓ International visitor information kit
- ✓ Promotion plan for French/European audiences

Typical For

- Tourism offices and local authorities
- Regional destinations and local initiatives
- Organizations welcoming international visitors
- Projects targeting French or European travellers

PROJECT PACKAGE

Cultural Project Pack

Cultural projects • Audience engagement • Clear presentation

Your Situation

A cultural project needs to be presented, promoted or structured for a wider audience. This package helps clarify the story, prepare communication materials and support the project experience.

Possible Services Included

STR – Consulting & Strategy

STR-006 Scoping Meeting

SOC – Social Media

SOC-002 One-Month Editorial Calendar

SOC-003 Launch Campaign – 6 Posts

MED – Photo & Video

MED-005 Communication Photography – 2 Hours On Site

EVT – Events

EVT-005 Event Communication Plan

CSE – Content & SEO

CSE-004 Brochure / Presentation Document Copywriting

CSE-011 Brand, Territory or Craft Storytelling

VIS – Visual Design

VIS-003 Brochure Design – up to 8 pages

VIS-010 PDF Presentation – 10 Slides/Pages

EDU – Education & Culture

EDU-002 Simple Cultural Workshop Design

EDU-004 Cultural Exchange Organization Support

INT – International & Cross-cultural

INT-003 Intercultural Adaptation Audit of Materials

INT-004 Light International Partner Coordination

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Project presentation document
- ✓ Communication plan for the project
- ✓ Social media launch content
- ✓ Brochure or PDF presentation
- ✓ Event or workshop communication kit
- ✓ Recommendations for international audiences

Typical For

- Cultural organizations
- Associations and project teams
- Creative or heritage initiatives
- Projects involving international participants

PROJECT PACKAGE

Education & Exchange Pack

Programs • Participants • Cultural exchange • International clarity

Your Situation

An educational, cultural or exchange program needs clearer presentation and practical support for participants. This package helps organize information, materials and communication around the program experience.

Possible Services Included

CSE – Content & SEO

CSE-010 Editorial Localization for French / European Audiences

EDU – Education & Culture

EDU-001 Workshop Facilitation / Support

EDU-002 Simple Cultural Workshop Design

EDU-003 Program or Institution Presentation

EDU-004 Cultural Exchange Organization Support

EDU-005 Participant Information Support

EDU-006 Introductory Learning Material

EDU-007 Program Localization for French / European Participants

EDU-008 International Participant Welcome Kit

EDU-009 International Promotion Material for an Educational Program

INT – International & Cross-cultural

INT-004 Light International Partner Coordination

INT-006 Intercultural Consulting Session

VIS – Visual Design

VIS-010 PDF Presentation – 10 Slides/Pages

EVT – Events

EVT-006 International Event Preparation

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Program presentation
- ✓ Participant information pack
- ✓ Introductory learning material
- ✓ International welcome kit
- ✓ Workshop outline
- ✓ Localized program communication

Typical For

- Schools and educational institutions in Japan
- Language schools and training centres
- Cultural exchange programs
- Organizations welcoming international participants

PROJECT PACKAGE

Independent Artist Pack

Beyond social media • Professional presence • Audience development

Your Situation

An artist or independent creator needs a clearer professional presence beyond occasional posts. This package structures online presentation, visuals, messages and materials for audiences, partners or buyers.

Possible Services Included

STR – Consulting & Strategy

STR-011 Audience, Key Message & Priority Definition

CSE – Content & SEO

CSE-008 Service Page Copywriting

CSE-011 Brand, Territory or Craft Storytelling

VIS – Visual Design

VIS-004 Brand Identity Creation or Development

VIS-006 PDF Service or Product Sheet

INT – International & Cross-cultural

INT-002 Adaptation of Materials for French / European Audiences

WEB – Web Communication

WEB-007 WordPress Website – up to 5 pages

WEB-008 Landing Page Creation

SOC – Social Media

SOC-002 One-Month Editorial Calendar

SOC-004 Single Social Media Post Creation

SOC-007 Social Template Kit

MED – Photo & Video

MED-006 Portrait Photography

MED-008 Selection & Retouching of 20 Photos

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Artist or creator presentation page
- ✓ Visual identity direction
- ✓ Portrait or image selection
- ✓ Social media templates
- ✓ PDF service/product sheet
- ✓ Key messages for partners or buyers

Typical For

- Independent artists and creators
- Craft makers and creative professionals
- Small studios and cultural initiatives
- Creators preparing international presentation

PROJECT PACKAGE

Community & Event Support Pack

Events · Participant experience · Onsite support · Follow-up

Your Situation

An organization prepares an event, workshop or international meeting and needs support before, during or after the activity. This package focuses on communication, participant information and operational clarity.

Possible Services Included

PRJ – Project Support

PRJ-003 Project Meeting Preparation & Follow-up
PRJ-004 Light Stakeholder & Partner Coordination

VIS – Visual Design

VIS-001 Event Poster
VIS-009 Light Event Communication Kit

EDU – Education & Culture

EDU-005 Participant Information Support

SOC – Social Media

SOC-003 Launch Campaign – 6 Posts
SOC-008 Set of 5 Social Media Posts

MED – Photo & Video

MED-005 Communication Photography – 2 Hours On Site

EVT – Events

EVT-001 Participant Welcome & Guidance – Full Day
EVT-002 On-site Organizational Assistance – Full Day
EVT-003 Post-Event Report
EVT-004 Post-Event Content Pack
EVT-005 Event Communication Plan
EVT-006 International Event Preparation
EVT-007 International Participant Information Kit

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Event communication plan
- ✓ Participant information kit
- ✓ Poster or event visual
- ✓ Onsite support summary
- ✓ Post-event report
- ✓ Post-event content pack

Typical For

- Event organizers and associations
- Cultural and educational organizations
- Community initiatives
- International workshops and meetings

PROJECT PACKAGE

Heritage & Craft Promotion Pack

Craft · Heritage · Storytelling · Product clarity

Your Situation

A craft, heritage or local know-how project needs to communicate its value to new audiences. This package combines storytelling, visuals, product or experience presentation and international adaptation.

Possible Services Included

STR – Consulting & Strategy

STR-002 Comprehensive Communication Audit

ECR – E-commerce

ECR-005 Standard Product Page Creation

ECR-009 Product Page Adaptation for French / European Audiences

ECR-008 Product Catalogue Organization

VIS – Visual Design

VIS-003 Brochure Design – up to 8 pages

VIS-012 Product Catalogue or Sales Presentation

TRV – Tourism & Territories

TRV-006 Local Initiative Promotion

TRV-008 Tourism Experience Page or Sheet

WEB – Web Communication

WEB-008 Landing Page Creation

CSE – Content & SEO

CSE-011 Brand, Territory or Craft Storytelling

MED – Photo & Video

MED-007 Product Photography

MED-008 Selection & Retouching of 20 Photos

INT – International & Cross-cultural

INT-002 Adaptation of Materials for French / European Audiences

INT-003 Intercultural Adaptation Audit of Materials

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Storytelling framework
- ✓ Product or experience page
- ✓ Product catalogue or sales presentation
- ✓ Photo selection or product visuals
- ✓ Brochure or PDF presentation
- ✓ Localization recommendations

Typical For

- Craft makers and workshops
- Heritage and local know-how projects
- Regional product initiatives
- Organizations targeting French/ European audiences

PROJECT PACKAGE

Cross-cultural Communication Pack

France • Europe • Japan • Adaptation • Trust

Your Situation

A project involves audiences, partners or teams from different cultural environments. This package helps reduce misunderstanding, adapt materials and prepare smoother communication between Japan, France and Europe.

Possible Services Included

STR – Consulting & Strategy

STR-008 Brief & Requirements Document Preparation

CSE – Content & SEO

CSE-001 FR-EN Language Adaptation

CSE-005 Translation Coordination

CSE-010 Editorial Localization for French / European Audiences

PRJ – Project Support

PRJ-003 Project Meeting Preparation & Follow-up

INT – International & Cross-cultural

INT-001 Monthly International Support

INT-002 Adaptation of Materials for French / European Audiences

INT-003 Intercultural Adaptation Audit of Materials

INT-004 Light International Partner Coordination

INT-005 Bilingual FR-EN Presentation File

INT-006 Intercultural Consulting Session

INT-010 International Contact Preparation

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Intercultural adaptation audit
- ✓ Localized presentation materials
- ✓ Meeting or contact preparation
- ✓ Bilingual presentation file
- ✓ Partner coordination summary
- ✓ Practical communication recommendations

Typical For

- Organizations in Japan targeting France/Europe
- Japanese organizations in France or Europe
- French/European organizations preparing projects in Japan
- International partnerships and multilingual projects

PROJECT PACKAGE

Custom Project Pack

Mixed needs • Tailored scope • Practical coordination

Your Situation

Some projects do not fit a single category. This pack is used when several needs must be combined into a coherent scope: communication, digital presence, content, coordination and international support.

Possible Services Included

STR – Consulting & Strategy

STR-006 Scoping Meeting
STR-008 Brief & Requirements Document Preparation
STR-009 Communication Plan Development

WEB – Web Communication

WEB-001 Digital Project Support

VIS – Visual Design

VIS-010 PDF Presentation – 10 Slides/Pages

PRJ – Project Support

PRJ-001 Operational Project Scoping
PRJ-002 Operational Follow-up & Action Board
PRJ-004 Light Stakeholder & Partner Coordination
PRJ-005 Communication Material Production Coordination

CSE – Content & SEO

CSE-004 Brochure / Presentation Document Copywriting

INT – International & Cross-cultural

INT-004 Light International Partner Coordination
INT-010 International Contact Preparation

Adaptable to your project

Services can be added, removed or adjusted after discussion.

Typical Deliverables

- ✓ Project scoping document
- ✓ Action board or follow-up table
- ✓ Tailored service selection
- ✓ Communication support materials
- ✓ Production coordination notes
- ✓ Tailored proposal basis

Typical For

- Organizations with complex or evolving needs
- Projects combining several communication areas
- Small teams needing a single point of contact
- International or multi-stakeholder projects

Individual Services

A complete list of services that can complement or build a tailored proposal.

STR

Consulting & Strategy

Audits, scoping, strategy, planning and communication organization.

Typical For

- Organizations needing clearer priorities
- SMEs, associations and institutions
- Teams preparing a communication plan
- Projects requiring structured decision support

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | STR-001 | Monthly Communication Strategy Support |
| ☐ | STR-007 | Communication Operations Management |
| ☐ | STR-002 | Comprehensive Communication Audit |
| ☐ | STR-008 | Brief & Requirements Document Preparation |
| ☐ | STR-003 | Communication Operations Documentation |
| ☐ | STR-009 | Communication Plan Development |
| ☐ | STR-004 | Communication Strategy Consulting & Support |
| ☐ | STR-010 | Communication & Competitor Benchmark |
| ☐ | STR-005 | Digital Communication Assessment |
| ☐ | STR-011 | Audience, Key Message & Priority Definition |
| ☐ | STR-006 | Scoping Meeting |

PRJ

Project Support & Coordination

Operational framing, follow-up, meetings, light coordination and production support.

Typical For

- Projects with several tasks or stakeholders
- Small organizations without a project manager
- Communication production requiring coordination
- International or multi-partner initiatives

Services

- | | | |
|--------------------------|----------------|--|
| ☐ | PRJ-001 | Operational Project Scoping |
| ☐ | PRJ-004 | Light Stakeholder & Partner Coordination |
| ☐ | PRJ-002 | Operational Follow-up & Action Board |
| ☐ | PRJ-005 | Communication Material Production Coordination |
| ☐ | PRJ-003 | Project Meeting Preparation & Follow-up |

WEB

Web Communication

Websites, landing pages, UX, accessibility, WordPress and technical support.

Typical For

- Companies and independent professionals
- Associations and institutions
- Retailers and service providers
- Organizations improving their digital presence

Services

- | | | |
|--------------------------|----------------|--|
| ☐ | WEB-001 | Digital Project Support |
| ☐ | WEB-009 | WordPress Training |
| ☐ | WEB-002 | Website Audit |
| ☐ | WEB-010 | Operations Guide & User Documentation |
| ☐ | WEB-003 | Web Interface & User Journey Audit |
| ☐ | WEB-011 | Stripe Payment Integration |
| ☐ | WEB-004 | Web Interface & Page Design |
| ☐ | WEB-012 | CSS Customization |
| ☐ | WEB-005 | Accessible Web Design |
| ☐ | WEB-013 | Light WordPress Redesign |
| ☐ | WEB-006 | WordPress Plugin Configuration |
| ☐ | WEB-014 | Multilingual WordPress Website – 5 Pages |
| ☐ | WEB-007 | WordPress Website – up to 5 pages |
| ☐ | WEB-015 | First-Level Web Accessibility Audit |
| ☐ | WEB-008 | Landing Page Creation |
| ☐ | WEB-016 | Editorial Update & Light Website Maintenance |

ECR

E-commerce

Online stores, product pages, catalogue organization and customer journeys.

Typical For

- Online shops and retailers
- Small businesses launching e-commerce
- Product makers and craft businesses
- Organizations improving product presentation

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | ECR-001 | Email Marketing Campaign |
| ☐ | ECR-006 | Online Store Assessment |
| ☐ | ECR-002 | Basic Shopify Setup |
| ☐ | ECR-007 | Product Page Optimization |
| ☐ | ECR-003 | E-commerce Launch Consulting |
| ☐ | ECR-008 | Product Catalogue Organization |
| ☐ | ECR-004 | Shopify Store Creation |
| ☐ | ECR-009 | Product Page Adaptation for French / European Audiences |
| ☐ | ECR-005 | Standard Product Page Creation |
| ☐ | ECR-010 | International Customer Purchase Journey Audit |

CSE

Content & SEO

Copywriting, editorial content, SEO, newsletters, localization and presentation materials.

Typical For

- Organizations needing clearer messages
- Websites and newsletters
- Tourism, cultural and educational projects
- Bilingual or international communication

Services

- | | | |
|--------------------------|----------------|--|
| ☐ | CSE-001 | FR-EN Language Adaptation |
| ☐ | CSE-008 | Service Page Copywriting |
| ☐ | CSE-002 | SEO-Optimized Blog Article |
| ☐ | CSE-009 | Web Page Rewrite |
| ☐ | CSE-003 | First-Level SEO Audit |
| ☐ | CSE-010 | Editorial Localization for French / European Audiences |
| ☐ | CSE-004 | Brochure / Presentation Document Copywriting |
| ☐ | CSE-011 | Brand, Territory or Craft Storytelling |
| ☐ | CSE-005 | Translation Coordination |
| ☐ | CSE-012 | Key Message & Talking Points Kit |
| ☐ | CSE-006 | Editorial Newsletter |
| ☐ | CSE-013 | B2B / Partner Presentation File Copywriting |
| ☐ | CSE-007 | Monthly Editorial Plan |

SOC

Social Media

Social media diagnosis, strategy, planning, creation and campaign follow-up.

Typical For

- Organizations improving regular visibility
- Local businesses and cultural projects
- Event and launch communication
- Teams needing templates and planning

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | SOC-001 | Simplified Monthly Report |
| ☐ | SOC-007 | Social Template Kit |
| ☐ | SOC-002 | One-Month Editorial Calendar |
| ☐ | SOC-008 | Set of 5 Social Media Posts |
| ☐ | SOC-003 | Launch Campaign - 6 Posts |
| ☐ | SOC-009 | Simplified Social Media Strategy |
| ☐ | SOC-004 | Single Social Media Post Creation |
| ☐ | SOC-010 | Digital Campaign Monitoring & Optimization |
| ☐ | SOC-005 | Multichannel Digital Campaign Creation & Management |
| ☐ | SOC-011 | Light Monthly Social Media Management |
| ☐ | SOC-006 | Social Media Presence Assessment |
| ☐ | SOC-012 | Social Content Adaptation for French / European Audiences |

VIS

Visual Identity & Communication Materials

Visual identity, communication materials, brochures, menus, catalogues and presentations.

Typical For

- Organizations needing clearer presentation materials
- Events, products and services
- Businesses without a full brand system
- Projects requiring printable or PDF supports

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | VIS-001 | Event Poster |
| ☐ | VIS-007 | Double-Sided Flyer |
| ☐ | VIS-002 | Web / LinkedIn Banner |
| ☐ | VIS-008 | Brand Identity Guidelines |
| ☐ | VIS-003 | Brochure Design – up to 8 pages |
| ☐ | VIS-009 | Light Event Communication Kit |
| ☐ | VIS-004 | Brand Identity Creation or Development |
| ☐ | VIS-010 | PDF Presentation – 10 Slides/Pages |
| ☐ | VIS-005 | Tri-Fold Brochure |
| ☐ | VIS-011 | Menu, Price List or Service List |
| ☐ | VIS-006 | PDF Service or Product Sheet |
| ☐ | VIS-012 | Product Catalogue or Sales Presentation |

MED

Photo & Video

Communication photography, products, portraits, video capture and promotional edits.

Typical For

- Organizations needing usable image content
- Products, places, people or events
- Websites, social media and brochures
- Small communication campaigns

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | MED-001 | Communication Video Capture - Half Day |
| ☐ | MED-005 | Communication Photography - 2 Hours On Site |
| ☐ | MED-002 | Video Slideshow from Supplied Content |
| ☐ | MED-006 | Portrait Photography |
| ☐ | MED-003 | Promotional Video Editing - 1 to 2 Min |
| ☐ | MED-007 | Product Photography |
| ☐ | MED-004 | Short-Form Promotional Video Editing |
| ☐ | MED-008 | Selection & Retouching of 20 Photos |

LOC

Local Visibility & Reputation

Local visibility, Google Business Profile, reviews and proximity communication.

Typical For

- Local businesses and service providers
- Restaurants, cafés and shops
- Organizations relying on local discovery
- Activities receiving public reviews

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | LOC-001 | Local Visibility Audit |
| ☐ | LOC-003 | Review Management & Client Response Guide |
| ☐ | LOC-002 | Google Business Profile Optimization |
| ☐ | LOC-004 | Local Proximity Communication Plan |

TRV

Tourism & Territories

Destination pages, visitor information, tourism brochures and local promotion.

Typical For

- Tourism organizations and territories
- Organizations welcoming international visitors
- Local initiatives and visitor experiences
- Destinations targeting French/European audiences

Services

- | | | |
|--------------------------|----------------|--|
| ☐ | TRV-001 | Tourism Event Visitor Welcome Support |
| ☐ | TRV-006 | Local Initiative Promotion |
| ☐ | TRV-002 | International Visitor Content Audit |
| ☐ | TRV-007 | International Visitor Journey Audit |
| ☐ | TRV-003 | Tourism Brochure Design – up to 8 pages |
| ☐ | TRV-008 | Tourism Experience Page or Sheet |
| ☐ | TRV-004 | Practical Visitor Guide |
| ☐ | TRV-009 | International Visitor Information Kit |
| ☐ | TRV-005 | Destination Presentation Page |
| ☐ | TRV-010 | Destination Promotion Plan for French / European Audiences |

EDU

Education & Culture

Educational, cultural and exchange activities involving institutions and participants.

Typical For

- Schools and institutions in Japan
- Cultural organizations
- Language schools and training centres
- Exchange programmes and international participants

Services

- | | | |
|--------------------------|----------------|---|
| ☐ | EDU-001 | Workshop Facilitation / Support |
| ☐ | EDU-006 | Introductory Learning Material |
| ☐ | EDU-002 | Simple Cultural Workshop Design |
| ☐ | EDU-007 | Program Localization for French / European Participants |
| ☐ | EDU-003 | Program or Institution Presentation |
| ☐ | EDU-008 | International Participant Welcome Kit |
| ☐ | EDU-004 | Cultural Exchange Organization Support |
| ☐ | EDU-009 | International Promotion Material for an Educational Program |
| ☐ | EDU-005 | Participant Information Support |

EVT

Events

Event communication, participant information, onsite support and post-event follow-up.

Typical For

- Workshops, meetings and public events
- Organizations welcoming participants
- International or cultural events
- Projects needing onsite communication support

Services

- | | | |
|--------------------------|----------------|--|
| ☐ | EVT-001 | Participant Welcome & Guidance – Full Day |
| ☐ | EVT-005 | Event Communication Plan |
| ☐ | EVT-002 | On-site Organizational Assistance – Full Day |
| ☐ | EVT-006 | International Event Preparation |
| ☐ | EVT-003 | Post-Event Report |
| ☐ | EVT-007 | International Participant Information Kit |
| ☐ | EVT-004 | Post-Event Content Pack |

INT

International & Cross-cultural

Adaptation, localization, partner coordination and cross-cultural project support.

Typical For

- Organizations in Japan targeting France/Europe
- Japanese organizations in France or Europe
- French/European projects linked to Japan
- Multilingual or multicultural audiences

Services

- | | | |
|--------------------------|----------------|--|
| ☐ | INT-001 | Monthly International Support |
| ☐ | INT-006 | Intercultural Consulting Session |
| ☐ | INT-002 | Adaptation of Materials for French / European Audiences |
| ☐ | INT-007 | Preparation for a Project or Meeting in Japan |
| ☐ | INT-003 | Intercultural Adaptation Audit of Materials |
| ☐ | INT-008 | France / Europe Communication Diagnostic |
| ☐ | INT-004 | Light International Partner Coordination |
| ☐ | INT-009 | Initial Research & Qualification of France-Europe Partners |
| ☐ | INT-005 | Bilingual FR-EN Presentation File |
| ☐ | INT-010 | International Contact Preparation |

Next Steps

From discussion to a tailored proposal and practical project start.

TOGETHER

01 Discuss your situation and priorities

We discuss your objectives, current situation, available resources, constraints and priorities.

TOGETHER

02 Define the most relevant approach

We identify the packages, services and priorities that best match your project.

JAPAN 301

03 Receive a tailored proposal

Japan 301 prepares a clear proposal defining the recommended services, deliverables, scope, timeline and price.

TOGETHER

04 Confirm and start the project

Once the proposal is approved, we confirm the practical organization of the project and begin the agreed work.



Let's discuss your project

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CONNECT • COMMUNICATE • DISCOVER

