

Step-By-Step Guide to PR

1 Briefing Meeting

First, we get together to discuss prospective PR stories, you providing details of contracts, products and other possible news, us identifying suitable topics and newsworthy angles. These briefing meetings, normally held at your offices, generate sufficient material for the following months' PR programme.



2 Press Release

Using notes from the briefing meeting, plus specification sheets, contract documentation and other background material, we create each press release. Where relevant, we also obtain quotes from your customers and other third parties to add weight and credibility to the story.



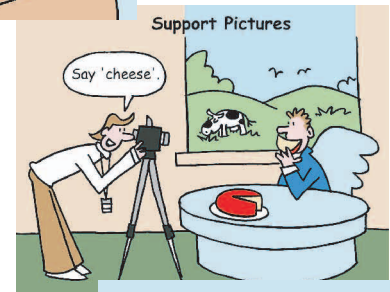
3 Story Approval

Once it's written, each story is then emailed to you for approval, so that you can check the content and sign it off internally. Then we'll arrange any necessary third party clearances by customers or others quoted in the story. This ensures that the release is fully authorised before distribution.



4 Support Pictures

Most press releases need support photography, to illustrate the story and maximise the amount of coverage it receives. We use library pictures you already have on file, possibly digital images that you or your colleagues have taken or, where appropriate, we source photography from customers or third parties.



5 Press Distribution

We then send the release to a specific distribution list, tailored to your company and the particular story, covering the press and other media that could be interested in running it. If you take into account trade press, customer titles, web publications, targeted magazines and newspapers, each story is likely to be sent to around 50 titles.



6 Press Coverage

Once it's been distributed, your story will be published in various titles, sometimes within days or weeks, sometimes in months, depending on publishing cycles. Much of this coverage will be picked up by our press cuttings service, to provide PR records for you and enable us to monitor outcomes. This coverage in turn generates brand awareness and business leads for you.

