



Karoline Newman - public relations and communications strategies for contemporary working environments



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Public relations and communications strategies for contemporary working environments

If you have ever wondered what PR could do for your business, then consider the following questions:

- Do you want to attract new business?
- How do you build your brand?
- Does your reputation match your service?
- Do your products regularly appear in relevant business publications?

Karoline Newman can demonstrate that public relations is an essential part of a company's successful strategic marketing. Leading furniture manufacturers, facility service providers, and commercial workplace designers have benefited from her expertise to expand new and existing markets and build customer loyalty.

Karoline's company develops PR campaigns which are designed and targeted to meet predetermined objectives. It has launched new product ranges, added value at exhibitions, created focussed seminars, established valuable sponsorship initiatives, and developed regular (and sometimes unusual) media exposure - all measured against clear business aims.

And it is not only office service or product providers who acknowledge the value of PR. Work embraces personnel and human resource departments who want to explain a radical office layout or present the advantages for new furniture, fittings and technologies. The company's experience also includes helping organisations with relocation programmes by co-ordinating internal and external communication programmes.

Finally, whilst Information Technology has changed the landscape and environment of the workplace, it has also had a major impact on how companies communicate. PR has to be efficient and effective, reactive and responsive. Deadlines are faster, images are digital, and immediate availability for authoritative comment is essential if you want to lead your market.

So, if you recognise any of these issues, then perhaps you should consider a conversation with Karoline's specialist team. Don't be hesitant about asking for advice. The team is happy to meet to discuss your specific requirements, without obligation.

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