

# EC-PR PACKAGES

MAKING YOU VISIBLE, VALUED & UNDERSTOOD



## Our Objectives

To help you achieve your commercial goals.

By getting the people who matter engaged with your brand.

We enhance your reputation, by developing a plan of activities designed to deliver against your specified outcomes.



IHS Markit



Whatever the scale or complexity of your requirements  
we can help and, because our approach is modular  
**you only pay for what you need**

Package	SOUTHERN	ATLANTIC	PACIFIC
<b>Communciation Strategy Development</b>			
Targetting workshop	X	X	✓
Messaging workshop	X	✓	✓
Customer validation	X	✓	✓
Collateral audit	X	✓	✓
<b>Campaign Planning</b>			
LinkedIn workshop	X	X	✓
Media training for 6	X	X	✓
Content Calendar	X	✓	✓
Editorial ideas bank	✓	✓	✓
<b>PR Delivery</b>			
Quarterly Planning	✓	✓	✓
Event publicity programme	X	X	✓
White paper(s)	X	X	✓
Press release(s)	✓	✓	✓
Blogs	X	X	✓
Thought leadership	✓	✓	✓
Press interview(s)	✓	✓	✓
Social posts/micro blogs	X	✓	✓
Media relations	✓	✓	✓
Weekly reporting	✓	✓	✓
Competitive evaluation	X	X	✓
<b>Price per calendar month</b>	<b>£2.593,33</b>	<b>£3.326,67</b>	<b>£4.327,50</b>

## Which is the right EC-PR package for you?

SOUTHERN	ATLANTIC	PACIFIC
You know your message.	Your message needs honing.	Your message needs honing.
You're social savvy.	You want to dip into social (or have someone manage it for you, so you have at least some presence).	You want social media, but you don't know where to start.
You're media trained.	You're media trained.	You want to ensure your spokespeople stay on message.
You have a clearly defined brand.	Your brand needs tweaking.	You want to build a strong online brand and accelerate your presence in the market.
You're valued and understood amongst your clients. You want to highlight key/new messages amongst prospects.	You're valued by your clients, but your message needs differentiation and clarification. You want to stand out from the crowd.	You recognise the importance of strong, clearly defined message and articulating that broadly. You're creating a powerful brand identity to attract and retain clients.



## EC-PR Bespoke Packages

If you are looking to create a fully customised communication strategy, we can help.

Getting the people who matter engaged with the things that matter to you, is what we do.

### COMMUNICATION STRATEGY DEVELOPMENT

In our Messaging Lab we distil your existing knowledge, insight and expertise to develop a common messaging platform so that everyone in the organization who needs to communicate with potential customers does so in a way that is relevant, compelling and consistent.

### CAMPAIGN PLANNING

Once you have your strategy, we need to activate it by introducing it to the wider team, embedding it amongst stakeholders and making sure the available Marcomms tools are updated and aligned. There are six key tools in The Forge, which can be selected according to individual client needs.

### PR DELIVERY

We nurture your reputation through media relations, editorial engagement, thought leadership, technical authorship, news management, feature placement, press tours, event publicity, social reach, analyst relations and crisis management all of which is conducted on-strategy, consistently and determinedly protecting and promoting your brand.



## Our Promise to You

### GUARANTEED PERFORMANCE

Being in the right place at the right time...

We will deliver **feature length coverage** to your target press... *or your money back*



### SENIOR LEVEL PARTNERSHIP

It's a journey we make together...

The founders of EC-PR will always be **your main point of contact** throughout the project lifecycle



### TECHNICAL & CREATIVE EXPERTISE

You provide the brief we create **the story...**

We **draft all creative material**, so that your experts can stay focused on their day jobs



## EC-PR Your Trusted PR Advisors

### Professional, passionate, intelligent PR



#### << Lorraine Emmett, Managing Director

Director and Founder of EC-PR, with 27 years in B2B PR, Lorraine spent her formative professional years at the award winning Saatchi group working on global consumer advertising brands. Here, she learnt about the principles of persuasive communication from the best practitioners in the world.

#### Liz Churchman, Account Director >>

Co-Founder of EC-PR, Liz has 15 years' B2B PR experience, starting her career in telecoms giant British Telecom. Liz joined the PR world in 2003, and thrives on delivering impactful campaigns, using her exceptional understanding of the best customer service practice globally.



## What Makes us Different?

### DELIVERING BENEFIT

It's more than just shouting about good ideas...

- We have a proven track record in delivering success. PR is measurable and our methodology tracks and reports on the results.
- We understand PR's role within the wider business context and ensure objectives are linked and delivering results to your bottom line.

### INDUSTRY EXPERIENCE

We are not only experienced in your industry we are passionate about it...

- We can identify, refine and articulate your story clearly to the right people, so it will be heard.
- We know that being 'out there' doesn't always come naturally. We provide training and advice to support you with media engagements, events, presentations and networking.

## What EC-PR Clients Say

"The project was invaluable both in terms of intelligence gathering and as a means to rapidly establish relationships with the senior operators within the group. Emmett & Churchman PR has effectively used the **knowledge and contacts** made during the project to deliver high quality media coverage tied tightly to our business strategy, while being sensitive to individual business challenges and objectives."



*Jenni Williamson*  
Group Marketing Manager  
**BMT Group**

"I have worked closely with the Emmett & Churchman PR team over the past year and found them to be both **receptive and pro-active**. They have demonstrated the intelligence and flexibility to respond adeptly to changing tactical and strategic requirements in a pragmatic and professional way."



*Dr Ralph Rayner*  
Chairman  
**Sonardyne International Ltd**

"Lorraine has provided tremendous support to us. She has taken time to **understand our business culture and has achieved a 100% hit rate** placing articles in the media. I would recommend Lorraine to anyone looking for a PR injection to their professional services firm."



*Steve Watmough,*  
Chief Executive  
**Mason Advisory**

"We were delighted with the success of the exhibition publicity undertaken by Emmett & Churchman. The consultancy has demonstrated that it can help us to make **optimum use of the media opportunities** presented at these major international events. Emmett & Churchman has made excellent use of the relationships it has with the media to further the business interests of BMT Defence Services."



*Johanna Probert*  
Marketing Manager  
**BMT Defence Services**

"Lorraine and her team worked tirelessly and incredibly efficiently to provide a far-reaching PR campaign for our team. The **strategy and writing** provided were both detailed and creative which is what was needed in our case. Responsiveness and customer service are unparalleled as she made me feel as if I was her only client. I would most certainly recommend Lorraine for PR services."



*Christopher Parker, Senior*  
Human Factors Consultant  
**BP**

"Lorraine and her company did a great job in assisting us in the dissemination of a large EU research project's results to the relevant media. The **coverage obtained was very good** and much higher than expected. I am very satisfied with the services provided."



*Ørnulf Jan Rødseth*  
Senior Scientist  
**SINTEF Ocean AS**





## **EMMETT & CHURCHMAN LTD**

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